

CHEMIST & DRUGGIST

The newsweekly for pharmacy

May 31, 1986

a Benn publication

BPA founder
elected to
PSGB Council —
two lose seats

NPA push staff
training course
— support given
to Nuffield-style
delegation

Boots shake up
retail division

Open day at
Richardson
Computers

Managing cancer
in the community

C&D tests the
Olympus Supertrip

Personal opinion:
Don't miss current
opportunities

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May 31, 1986

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COMMENT



One of the thorniest issues thrown up by the Nuffield Report is how pharmacists should exercise their professional responsibilities with regard to the supervision of dispensing and the sale of Pharmacy medicines. If the matter is not resolved satisfactorily parts of the wider role envisaged for the profession, which are not feasible under current practice, may be stillborn.

The National Pharmaceutical Association this week (p1073) has stuck its hand up and said what it wants to see in the way of professional guidance from the Pharmaceutical Society.

The Association is striking a cautious middle path with its suggestions. On the one hand it is emphasising to the conservative elements of the profession the importance attached to the supervisory role while on the other giving enough leeway for the development of, for example, domiciliary



services.

Simply by being the first to publish its proposals — tentative though they may be — the NPA has laid a blueprint for future debate on the practicalities of change. The principle for a lessening in statutory control and an increase in professional regulation has been accepted. One thing that is already clear is that any relaxation of the supervision requirements means pharmacists really are going to have to exercise and interpret their responsibilities — on their own and without the protective cocoon of legislation to shelter

behind. But for a professional person that should prove no obstacle.

Adequately safeguarding the interests of patients during times when the pharmacist is absent may be interpreted as ensuring staff are adequately trained to cope. Staff training, which is paid no more than lip service by some, may soon be a vital ingredient in discharging professional responsibility. If no second pharmacist is present a qualified dispenser may become a necessity. It may be this that has prompted the NPA to again encourage members to undertake staff training (p1075).

It is for the Pharmaceutical Society to determine, along with the membership, what changes should be made to the Code of Ethics. Without wishing to hurry it along let's hope pharmacists are soon given some firm indication as to how PSGB Council's thoughts are developing in order to allow maximum possible discussion.

BPA founder gets seat on Council

Alan Nathan, founder member and past chairman, British Pharmacists Association, has been elected to the Pharmaceutical Society's Council.

He is the only newcomer to Council. Five existing members were re-elected — William Darling, Colin Hitchings, Marion Rawlings, Bernard Silverman and Graham Walker — and the seventh member, John Myers, was on Council from 1964-79 and 1980-83. Two members — Douglas Davison and Edwin Evens — lost their seats.

Mr Nathan, a proprietor in Central London, told *C&D* he regarded his election as an indication that "grass roots" pharmacists were not happy with the way the profession was being run. He said he would work solely for the benefit of "ordinary" pharmacists and would concentrate initially on trying to prevent

smaller, long established pharmacies from suffering as a result of the new contract.

He resigned from his BPA office to stand for Council because he believed change could best be brought by reform from within rather than by revolution from without. Still a BPA member, he said he would not rejoin the executive while a member of Council.

Voting figures were well down on last year. Of the 34,834 voting papers issued 9,339 were returned of which 21 were invalid, representing a 26.7 per cent poll compared with nearly 30 per cent last year and 27.6 per cent in 1984.

The following were elected auditors — Alan Briggs, Richard Clitherow, Sir John Hanbury, Mervyn Madge and Barbara Young. Ronald Wing failed to be re-elected. Only 7,487 ballot papers were returned, of which 49 were invalid.

SKF stops second Tagamet importer

Smith Kline & French have taken legal action against a second wholesaler to prevent dealings in imported Spanish-origin Tagamet.

The High Court has granted SK&F *ex parte* an Order against Doncaster Pharmaceuticals and Whitworth Pharmaceuticals, requiring delivery up of Whitworth's total stocks of Spanish-origin Tagamet, disclosure of their suppliers and certain commercial documents. The court

also granted an injunction prohibiting Whitworth from trading in imported Spanish Tagamet.

The Order was served on May 13, and a quantity of Spanish-origin Tagamet was delivered by Whitworth Pharmaceuticals to their solicitors pending further Orders of the Court. The company has undertaken not to deal in Spanish-origin Tagamet until judgment or further Order of the Court.

When Spain joined the EEC the terms of accession excluded the free movement of goods subject to patent rights. And anyone supplying or holding the packs will be in breach of SK&F patents, the company says.



Panadol goes to grocers

Sterling-Winthrop are selling their Panadol range into the grocery trade. The company says that the product's potential was highlighted by its recent advertising campaign, and this could not be realised without widening distribution

"The reception from the grocery trade has been positive," a spokesman told *C&D*. Sterling-Winthrop are now awaiting developments while buyers report back internally, and cannot yet say which stores will be stocking the brand.

She denied that the move into grocery is a radical change for the company, whose Winpharm subsidiary has been well-known for its pharmacy-only policy. "Panadol has been a main money maker in the Winpharm stable. But the increased sales will contribute to the development of more pharmacy only medicines." Panadol had been creeping into grocery anyway, she added.

Conned

The warmer weather seems to have brought out a rash of "con men".

The National Pharmaceutical Association's Mike King says he has received a number of reports of pharmacists being caught out by various bits of paper.

One to look out for is an official-looking document that refers to the Business Names Registry. Pharmacists are invited to have their company included for £9. "They make it sound as if it is required by law, but the Business Names Registry has been abolished," says Mr King.

Additives out

When Parliament adjourned for the Spring recess 18 MPs had signed a motion to ban all unnecessary food additives, other than nutrients, in food and medicines liable to be eaten by children under five.

The cross-party signatories now include Sir Russell Johnston (Lib), Mr Richard Caborn (Lab).

Twenty four MPs had signed a motion suggesting that if further definitive evidence is required to establish that whooping cough vaccine can, on occasions, damage individuals, it should be given by an independent medical body.

NPA proposals on supervision

Nuffield recommendations on greater freedom to exercise professional responsibility are felt to be so important by the Board of the National Pharmaceutical Association that they justify special consideration.

The following is an extensive extract from "The exercise of professional responsibility — an NPA response," which the Board intends to form a constructive contribution to the debate:

"The Nuffield report suggests, in a number of ways, that the law be amended, and pharmaceutical practice be changed, the better to reflect pharmacy's place as a truly liberal profession. In particular, the report recommends much more delegation of routine (and, indeed, non-routine) tasks. It also recommends that a pharmacist be permitted to be absent from the pharmacy for short periods "to undertake professional activities" and that in his absence the staff should be permitted to do "neither more nor less" than when he is present.

This theme is echoed to an extent in the recently published Green Paper.

The Board welcomes the approach adopted by Nuffield. It interprets Nuffield's philosophy as one of "allowing pharmacy to grow into a profession". This necessarily requires a lessening in statutory control and an increase in professional regulation of their conduct by pharmacists, both collectively and individually.

The Board agrees progress along these lines is overdue; the extent and speed with which it can be made are matters of judgement and practical considerations. Difficulties of definition, decision and enforcement in connection with delegated responsibility, and the absence of the pharmacists from the pharmacy, would arise much less frequently in pharmacies with more than one pharmacist, or where an additional, part-time pharmacist can provide regular cover. But the Board does not foresee rapid movement in this direction, so the problems inherent in Nuffield's recommendations will be around for some time.

For example, if pharmacists are to delegate more of their duties, how are they to decide which ones and to whom? How is the pharmacist to decide *in advance* which prescriptions should be dispensed without his intervention?

Is it possible to identify categories of prescriptions to be dispensed by an unsupervised technician? If so, what

qualifications or training should the technician have, and who is to decide?

Ultimately it will be for the Pharmaceutical Society's Council to answer these questions and incorporate its answers in the Code of Ethics (or in the Code's guidelines). The new rules should be clear, but above all, they should emphasise that the interests of the patient are paramount.

The Board believes matters of professional practice should not normally be defined or enforced by law. The extended Code of Ethics should replace legislation (and the NHS Terms of Service) which requires dispensing and Pharmacy medicine sales be supervised by a pharmacist.

Eventually the Board foresees new professional guidance along the following lines:

1. As a general rule there should be a pharmacist on the premises whenever a pharmacy is open.
2. A pharmacist must be absent only when he is satisfied adequate steps have been taken to safeguard patients interests.
3. It is for the pharmacist to decide what may or may not be done in his absence, but he must ensure that ancillary and support staff are adequately trained and briefed.
4. A "bleeper" or other electronic means of contacting an absent pharmacist may be useful especially if an emergency arises.
5. The pharmacist remains responsible for professional activities in the pharmacy.
6. The pharmacist should decide which activities require his supervision or that of another pharmacist, and to communicate that decision to his staff.
7. As a general rule *all* prescriptions for medicines should receive the personal attention of a pharmacist *at some stage* between presentation and handing out. Departures from this should be exceptional and should occur only where the pharmacist is completely satisfied that the interests of patients are adequately safeguarded.

A pharmacist might, for example, decide that certain prescriptions can always be dispensed in his absence. These categories would be *very few* in number: eg certain dressings, topical antiseptics, topical antihistamines, oral contraceptives, reagents, insulin for regular patients, repeat prescriptions for named regular patients. A pharmacist might feel able to delegate the dispensing of a particular prescription, where he has reason to expect its presentation (eg because the doctor of patient has telephoned) and he is to be absent from the pharmacy and is satisfied with the competence of his dispensary staff.

8. No departure from the requirement for personal supervision is envisaged where

the prescription is for a Controlled Drug, or for an extemporaneous preparation having a Controlled Drug as an ingredient.

9. As a general rule a pharmacist should be readily available to help and advise people wishing to buy an OTC medicine.

10. The pharmacist should ensure that trained ancillary staff know their limitations and should normally be consulted personally about advice to people about medicines or symptoms.

Drug reactions

A total of 311 reports of photosensitivity due to suspected adverse drug reactions were reported to the Committee on Safety of Medicines in 1985.

Nineteen of these were reports of allergic sensitivity and two of suspected toxic sensitivity. The most commonly involved drugs were azapropazone, piroxicam and amiloride.

In a Commons reply Minister for Health Barney Hayhoe said no deaths were reported in 1985, and in some cases reports related to events from earlier years. Mr Hayhoe stressed that a report does not necessarily indicate a casual relationship between a product and a reaction.

Heinz in error

A procedural error led to the distribution of cans of Heinz strained beef and oxtail baby dinner (128g) manufactured after sieves failed during processing.

Small pieces of bone entered the product, and after five complaints were received from consumers last week, Heinz recalled the beef and oxtail variety as a precaution. Most of the product had been removed from sale by 5pm on May 23.

Pharmacists carrying small stocks of the baby food are asked to destroy the can by puncturing, and confirm in writing they have done so. Labels from the destroyed cans should be returned. Pharmacists with several cases should return them to their wholesaler. Retailers will be reimbursed by Heinz.

Heinz stress that babies who may have swallowed the bone are in no danger, but the chance that a baby could inhale the pieces lead to the withdrawal.

Consumers with cans should destroy them and return the labels to H.J. Heinz Co Ltd, (Consumer Service Department), Hayes Park, Hayes, Middlesex. Heinz will refund the purchase price and postage.

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NPA to push training log

A copy of the National Pharmaceutical Association's assistants training course is to be sent to each members' "head pharmacy" to motivate more pharmacists into providing a proper training for their staff. A further copy will be available, free, to all "branch" pharmacies on request.

The training committee had agreed at its April meeting that maximum use should be made of the course, following the considerable expenditure by the NPA and sponsorship from May & Baker in redesigning and rewriting it. The training department's original recommendation to send a copy to every member would have cost £70,000, almost equal to the total existing training budget, and the finance committee came up with the compromise agreed at the May meeting of the NPA Board. The courses will be distributed in the Autumn. Further copies will then be available for sale.

The Board hoped the initial distribution of the course material would stimulate additional interest in training, especially among proprietors who, until now, have done little to train their staff.

Nuffield Report. The Board considered a number of the more controversial recommendations, including suggestions about NHS remuneration and proposals for giving pharmacists greater professional freedom. It seemed to some Board members that one interpretation of Nuffield's proposals for changing the NHS contract was that pharmacists would be paid less for dispensing, and correspondingly more for performing their "wider role". In other words, more work for the same money. In the new contract pharmacy had, in effect, already agreed to a reduction in overall remuneration and that half of the money saved was to be devoted to remunerating pharmacists who took on extra duties under their NHS contract. The Board felt pharmacy had shown good faith and agreed that any additional remuneration needed to finance pharmacists' wider role should come from Government.

New contract legislation: The NHS (Amendment) Bill would shortly be passing to the House of Lords. PSNC would be writing to those peers likely to be interested in the new contract and it was agreed that the NPA should write an appropriate supporting letter.

Green Paper — Primary Health Care: The NPA had been invited to submit



Birmingham Pharmaceutical Golf Society captain John Nicholls (centre) receives the Mawdsley Challenge Shield from depot manager Chris Smith after winning the wholesalers' annual competition at Sandwell Park Golf Club, on May 14. Looking on: representative John Mitchell

evidence on the Green Paper to the Commons Social Services Committee. An evidential document will be considered by the Board at its June meeting.

Non-food unit pricing: The Board has for some time been concerned about an EEC Draft Directive which, if implemented, could require a wide range of non-food items to be marked with a price per unit. This would place a considerable burden on retailers, and the NPA, together with other representative retail organisations, has been opposing the terms of the Directive via the Department of Trade and Industry. As a result, the Directive has been considerably modified and the DTI is shortly to circulate a consultation document. It was agreed the NPA would respond strongly to the consultation letter.

Re-Solve (Society for the Prevention of Solvent and Volatile Substance Abuse): The NPA is a subscribing member of Re-Solve and was been represented at its first AGM on April 23 by Mike King, an NPA staff pharmacist. Mr King reported that the latest trends in solvent abuse include the inhalation of fumes from ignited table tennis balls and the fumes given off from small disposable plastic milk cartons when heated. The Board agreed that NPA support for Re-Solve should continue.

Green cross signs: The Business Services Committee had been asked by the Pharmaceutical Society's director of public relations to comment on the likely uptake of a larger double-sided illuminated green cross sign. The view of the Committee (approved by the Board) was that the sign should be as large as possible, commensurate with restrictions under town and country planning legislation. It was suggested that a sign 3ft by 2ft would not be inappropriate. The Business Services Committee also agreed that the Society be asked to consider a neon version.

Pharmaceutical & General Provident Society: The terminal bonus payable from June 1, 1986 to May 31, 1987 be 12½ per cent.

Health care leaflets: A revised advertising schedule supporting the drug abuse leaflet distribution has been prepared.

Tillots ride into trouble

A "win a bike" promotion by Tillotts Laboratories has breached the Association of the British Pharmaceutical Industry's Code of Practice.

The prize in the competition, promoted to doctors in a leaflet for Colpermin, was considered to be neither inexpensive nor relevant to the practice of medicine. Although not ABPI members, Tillotts had agreed to follow the code.

Other cases considered this month to breach the code were a promotional booklet for Hismanal which gave an unfair comparison with a competitor's product; a "Dear doctor" letter for Zantac which gave an exaggerated claim; a letter to a doctor marked "private and confidential" introducing a new Smith & Nephew representative; a misleading claim and comparison in a Press advertisement for Suscard; the use of a simulated form FP10 for Erythroped and a clinical trial of Lodine used for promotional purposes.

Three of the 10 complaints considered were not upheld.

YPG(NI) reform

The Young Pharmacists Group of Northern Ireland is to reform its structure in order to increase participation and avoid centralisation of events in Belfast.

The group's second annual meeting decided that the existing committee should be disbanded and existing sub-committees extended and increased. They will be co-ordinated by bi-monthly open meetings.

Mr Brendan Kerr, chairman, delivered a report of the group's activities to the meeting, held at the headquarters of the Pharmaceutical Society of Northern Ireland on May 13. The PSNI Council had fully support the group throughout the year. The YPG have organized a debate and social evening for Friday May 30 at 8pm at the start of the PSNI Conference at the Ballygally Castle Hotel.

The 1986 edition of the Drug Interaction Alert is now available. The chart lists 75 drugs or drug groups and indicates currently recognised interactions and possible interactions. The Alert is available as a wall chart and a pocket folder, free from the Field Services Department, Boehringer Ingelheim Ltd, Southern Industrial Estate, Bracknell, Berks RG12 4YS.

C&D Price List service extended

A new selection is added to June's *Chemist & Druggist Price List*, showing those items disallowed on NHS scripts issued in England and Wales.

The new section — a comprehensive guide of both proprietary and non-proprietary items — comes at the back of the *Price List*.

Derived from information used by the PSNC Central Checking Bureau, the list of disallowed dressings and appliances includes extensive cross-referencing for quick access to particular products.

NSAID sting

The Committee on Safety of Medicines wants to hear of any exaggerated responses to bee stings in patients on non-steroidal anti-inflammatory drugs.

The Committee has received two such reports involving angioedema and malaise following bee stings. One of the patients was a bee keeper who had been stung many times before but who developed full anaphylactic shock after only four stings while on an NSAID.

She stopped the treatment and three days later, after 15 stings, her bee keeper's "immunity" had returned.

More PL(PI)s

The following PL(PI)s have been notified to C&D since its April 12 supplement.

Aeropax (International) Ltd, trading as Stephar BV

PL/4259/0031	Serc	Bethahistine hydrochloride 8mg
PL/4259/0111	Zaditen capsule	Ketotifen hydrogen fumarate 1.38mg = 1mg base

Whitworth Pharmaceuticals Ltd

PL/4423/0044	Allegron 25mg tablet	Nortriptyline hydrochloride 25mg
PL/4423/0127	Gastrozepin 50mg tablet	Pirenzepine dihydrochloride 52.1mg = pirenzepine 50mg
PL/4423/0098	Imodium 2mg capsule	Loperamide hydrochloride 2mg
PL/4423/0116	Slow Trasicor tablet	Oxprenolol hydrochloride 160mg
PL/4423/0117	Trasicor 80mg tablet	Oxprenolol hydrochloride 80mg

It seems we moved PSNC member Alan Tweedie 300 miles last week (p1033). Mr Tweedie is the representative for the North East, not South West Thames.

Sen...sational!

Did you read that Mr Barney Hayhoe is considering letting doctors prescribe white list product by their brand names? I don't believe it! That would be *sensible* — and it wouldn't cost any more. Whatever have we come to? This is a *Conservative* Government? But they don't need to go that far; merely let pharmacists endorse the scripts with what has been supplied, instead of refusing payment when the patient has actually received what was ordered at the cost allowed...

Advance notice

Branch representatives want to see advance notice of new pharmacies to be given to other pharmacies likely to be affected. At least that is what I think they want. My understanding is that when contracts are being awarded they should be discussed by the local family practitioner committee, so that information about new openings is available from the LPC members who represent pharmacy on those committees.

But while it would be helpful to know in advance that a pharmacy was going to open, at present the FPC administrator can hardly be expected to delay a properly presented application for a contract until it can be discussed at an FPC meeting, when that committee has no right to prevent it.

If branch reps are saying they want to be notified of an application to open a pharmacy after the new contract is in force, I thought that under the new rules any potentially affected contractor would automatically be given notice, since the newcomer will have to try and show there is a need for him in the district, or that existing services aren't good enough. Common justice would demand a right to reply for those affected by such allegations.

Proper hustings

I was pleased to see a motion carried that would allow candidates for Council election should be to use the pharmaceutical Press during election. It should, presumably, apply next elections.

I was disappointed the motion regarding the training of doctors' receptionists was defeated. Had I noted this was being proposed I would have liked to develop some thoughts on the matter. Since we are practically the sole receivers of their written handiwork it seems we would have a great deal to gain and nothing to lose if, at local level, we were to

offer to take in any newly appointed receptionist at our working pharmacies for say, a week, prior to their starting work.

During that time we could make friends with them, and teach them what was involved in writing, reading, and dispensing scripts. Their understanding would in turn, make it easier for them to contact us later. Since GPs get 70 per cent of a receptionists wages paid by the government, for that first week alone I would consider it a worthwhile investment on our part to make up that last 30 per cent ourselves, so that GP's would realise we were serious when we said we would like to help in training, and considered it important enough to put our money into it? And what a gesture of goodwill!

Fresh air

I've always enjoyed good relations with most of my suppliers. Or to be more accurate, with the staff of my suppliers. But it's one thing to like the people you deal with, and quite another to find the company has sets of rules which are less than reasonable. BOC has for a long time irritated me over their rigid terms of delivery. They got up my nose over their attempt to take over all domestic deliveries too, as much because, with their masterful view of how things should be, I saw no way in which patient need could be properly and caringly served. Still, that's water long since under the bridge.

I had a sudden call for oxygen a couple of weeks back, with all my sets out and no more cylinders for a patient whose usage had suddenly shot up. I telephoned the company to be told I couldn't have any before next delivery day, five days hence, unless I paid a delivery charge around £15.00! I politely declined. It wasn't the order girl's fault and I saw no point in blowing fuses with her. But I then contacted a new arrival in the oxygen supply field, called Medigas, from Birmingham, who made a special delivery at no extra charge, of lightweight cylinders which need no fiddly valve key. As they say... "say no more".

Terminal cost

No, not the price of a funeral, but the varying cost of renting those ubiquitous wholesaler terminals which every up-to-date pharmacy should have. I am surprised at the variation in prices asked by competing wholesalers. The worst appears to be Unichem, with a very old hat offering at £35 a month with extra charges for updates etc. The best at the moment looks like the new one from Macarths at a mere £20. What wonderful times we live in!

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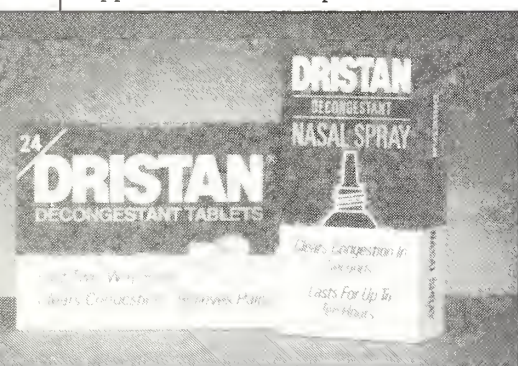
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THE WORLD'S LARGEST MANUFACTURER OF
INDUSTRIAL SUCTION CLEANERS

Dristan gets a new look

Whitehall Laboratories have given their leading decongestant Dristan a new look. The tablets (12s and 24s) and nasal spray now come in red and white packs with clear product identification.

There are also two new pieces of support material for the product. A



customer leaflet "Understanding congestion of the nose and sinuses" is now being distributed, and a display unit is currently becoming available. Pharmacists should contact representatives for these items and details of special bonus offers. *Whitehall Laboratories, 11 Chenies Street, London WC1E 7ET.*

Jungle formula going places...

Jungle Formula have launched their biggest ever publicity campaign using six national newspapers. The advertisements will feature the whole of the Jungle Formula range plus a new 35g gel tube costing £10.24 per dozen (rrp £1.45). *Arun Valley Trading Ltd, Fittleworth, West Sussex RH20 1ER.*

RDG appointed by Typharm

Typharm Ltd have appointed RDG (Marketing) Ltd from June 1 to handle their range of ethical pharmaceuticals including Effercitrate and Veracur-gel.

The RDG salesforce will visit all pharmacies during the Summer period to introduce a number of promotional deals in order to increase retail pharmacists' profit margins, say, *RDG (Marketing) Ltd, RDG House, 6 Victoria Street, St Albans AL1 3JB.*



Four-way boost for Silvikrin

Beecham Toiletries are supplying a spread of on-pack offers on their Silvikrin hair care range.

Three of the offers are on Silvikrin shampoo and one is on a special size in the Silvikrin conditioner range.

The 200ml sizes of each variant of Silvikrin shampoo have been banded into twin-packs retailing at around £1.19.

The four top selling 125ml variants of Silvikrin shampoo have been price-marked at £0.49. Thirdly 187.5ml bottles of each Silvikrin lotion conditioner variant — flashed "26 per cent extra free" — are available at the normal retail price of the regular 150ml size.

The 125ml size Silvikrin shampoos carry a coupon reducing the price of any pack within the Silvikrin hair care collection by £0.10 whether it be shampoo, lotion conditioner, mousse, conditioner, hairspray or hair setting gel. *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Coming up — Dijex repack

Dijex has been repackaged by Crookes Products. The redesigned blue, pink and white livery is intended to highlight the product's "long-lasting relief from the symptoms of indigestion."

Booklets for pharmacy counter staff, which explain the Dijex formulation in detail, are currently being distributed by Crookes Products. And in August, a simple question and answer competition will offer pharmacy staff the chance to win £200. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*

Food allergies?

"Allergy? Think about food", a publication to be launched on July 1, explains how food and food additives can cause illness.

Written by Susan Lewis, it is the second edition of a book first published in 1984 and includes examples of food allergies from 230 letters. It advises how to find the cause and mentions some of the additives in medicines and toothpastes which may be responsible.

The book is available from Wisebuy Publications, PO Box 379, London NW3 1NT (£2.95 plus 40p post and packing). A set of 12 food charts to help discover the cause of an allergy costs £1.95 plus 40p post and packing. Pharmacists interested in selling the book should contact the author at *23A Downshire Hill, London NW3 1NT.*

PRESCRIPTION SPECIALITIES

The Orth-Gyne-T 380 Slimline a new intrauterine contraceptive device from Ortho-Cilag (10, £75), consists of a polythene "T" shaped support with 180mg pure copper wire (surface area 320 sq mm) wound round the vertical column and 70mg (30 sq mm) on each arm. The device is not yet listed on the Drug Tariff and is therefore not-prescribable on FP10, say Ortho, but is freely available in hospitals and family planning clinics. *Ortho-Cilag Pharmaceuticals Ltd, PO Box 79, Saunderton, High Wycombe, Bucks HP14 4HJ.*

Due to the continuation of the 200mg tablets, Tolectin is no longer indicated for juvenile rheumatoid arthritis, as the 400mg capsules offer an inappropriate dosage

regime for the condition, say *Ortho-Cilag Pharmaceuticals Ltd, PO Box 79, Saunderton, High Wycombe, Bucks HP14 4HJ.*

Unisept and Tisept from Scheing are prescribable on form FP10, PSNC assistant secretary Peter Boardman has informed C&D. This is contrary to the statement in our May 10 issue.

The Volumatic large volume spacer device has been added to the Drug Tariff. The Volumatic is designed as an alternative method of administration to metered dose inhalers. The device comprises a 750ml chamber, moulded in two clear plastic halves. The price is £2.75 (ex VAT). *Allen & Hanburys Ltd, Greenford, Middlesex UB6 0HB.*

TV
starts July!

TOOTH PASTE
for sensitive teeth

Mint Flavour

SENSODYNE
TOOTHPASTE
for sensitive teeth

SENSODYNE
TOOTHPASTE
for sensitive teeth

Mint Flavour
SENSODYNE
TOOTHPASTE
for sensitive teeth

SENSODYNE
TOOTHPASTE
for sensitive teeth

Mint Flavour
SENSODYNE
TOOTHPASTE
for sensitive teeth

NEW

SENSODYNE
TOOTHPASTE

Proven to stop the pain of sensitive teeth

New Fresh Flavour with Fluoride
SENSODYNE
TOOTHPASTE
Proven to stop the pain of sensitive teeth

New Fresh Flavour with Fluoride
SENSODYNE
TOOTHPASTE
Proven to stop the pain of sensitive teeth

New Fresh Flavour with Fluoride
SENSODYNE
TOOTHPASTE
Proven to stop the pain of sensitive teeth

Everything
you need to corner the market

New Sensodyne F completes our range.

It contains a new unique active ingredient and an effective level of fluoride for protection against tooth decay.

Sensodyne F will expand the sensitive toothpaste market and will attract new users¹ to give you high extra profits.

Sensodyne F is available in 45ml size only

Sensodyne is supported by a massive £2 million national TV campaign, and exciting new on-pack offers. Next burst TV featuring all 3 Sensodyne toothpastes starts in July.

So stock up right now with Sensodyne F, Mint and Original to meet the biggest demand ever! They are all you need to take your full share of sensitivity profits.

NEW SENSODYNE F. SENSODYNE MINT. SENSODYNE ORIGINAL.

SENSODYNE TOOTHPASTES
NOW MORE SALES FOR EVEN BIGGER PROFITS.

Stafford-Miller Ltd., Hatfield, Herts. AL10 0NZ. Tel: Hatfield 61151

¹ Independent Consumer trial 1986. Data on file, Stafford-Miller Limited

Oral-B launch 'biggest' push

Toothbrush manufacturers Oral-B are launching what is claimed to be their biggest ever pharmacy promotion on June 2, based on the Commonwealth Games which take place in Edinburgh from July 24—August 2.

Oral-B are offering consumers uncirculated £2 coins specially minted to commemorate the Games. They are mounted in a presentation case which includes an eight page booklet on the Games and the history of UK coinage.

The commemorative pack has an rrp of £3.95 and will be available to any consumer who sends in proof of purchase from any three Oral-B toothbrushes.

Floorstanding merchandising units which hold 15 dozen assorted brushes and leaflets detailing the offer are available to help off-take. Retailers supporting the



promotion win a 22ct gold £2 coin worth nearly £450 if they receive the merchandiser tagged with the lucky number.

Simon Smithers, trade marketing manager at Oral-B, comments: "The promotion is certainly the biggest we've invested in and we expect it to build substantially on existing consumer loyalty and generate trial amongst new users." *Oral-B Laboratories Ltd, Gatehouse Road, Aylesbury, Bucks HP19 3ED.*

Easy listening with Adam

Easy Listener is a multi-purpose listening system that uses the home domestic wiring circuit to transmit sound. It consists of two compact units, a receiver with an audible speaker, and a transmitter that picks up sounds from up to 20 feet away, which are plugged directly into any two ordinary three pin/13amp sockets in the home, or even the garden via an extension lead.

Makers Adam Leisure Group say Easy Listener (£24.95) will appeal to people working in a garage or garden, who want to hear the phone or doorbell or are listening out perhaps for children or elderly people. Or it could be used by the hard of hearing, bringing important sounds closer.

The device conforms to BS safety standards, say *Adam Leisure Group plc, Adam House, Ripon Way, Harrogate, North Yorks HG1 2AU.*

Seton warm up

A chart of warm-up exercises, used by Bryan Robson, captain of England and Manchester United football teams, is available free in a flashed on-pack offer on the Prosport range. The two-and-a-half-foot colour chart offers sports people a drill for avoiding muscle and joint strains before strenuous activity. Prosport strapping and supports will be used by the

England team in Mexico in preparation for the World Cup next month. Annual sales for the range are running at over £1m, say Seton, who are currently developing additions. *Seton Products Ltd, Tubiton House, Medlock Street, Oldham, Lancs.*

Seven Seas go for plastic

The larger sizes of Seven Seas cod liver oil capsules have been repackaged in plastic to make the bottles 10 per cent smaller, tougher and half the weight of the glass ones. The 250s should be in stock from this week, with the 500s available from July. *Seven Seas Health Care Ltd, Marfleet, Kingston-upon-Hull HU9 5NJ.*

A cool offer from 4711

Alberto Culver are offering a "cool kit" promotion on 4711 to capitalize on the young and sporty market this Summer.

The kit (£2.45) consists of a clear PVC cosmetics purse with turquoise binding and zip, complimenting the traditional colouring of the 4711 range. It contains a 4711 solid ice cologne stick, a pack of five colognettes and turquoise and gold head band. *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.*

Charlie make-up — Press ahead

A poster advertising campaign for Charlie colour cosmetics breaks this month with 800 sites in the main UK conurbations. The posters, promoting products for the lips, eyes, nails and face, will be up until the end of June.

Coinciding with the start of the posters is a women's Press campaign which runs until November. The company has taken over 50 colour pages in 18 leading women's magazines, including *Over 21, Company, Cosmopolitan, Good Housekeeping, Family Circle, Elle* and *19. Revlon International Corporation, 86 Brook Street, London W1Y 2BA.*

Sheer lip balm from Roc

Roc have launched a new lip product, Sheer lip balm.

Available in three shades (£3.45 each) — natural pink, coral, rose pink — it contains natural waxes to protect against chapping and vitamins B and E. It is presented in a swivel case with angled tip.

To launch the product, a counter merchandiser is available.

The company is offering a free full-size sunblock stick with either revitalising anti-wrinkle sun cream or after sun repair cream. The counter merchandiser holds six of each line (£6.25).

Roc's day cream is being combined with a sample of 6ml tinted sport cream. The counter merchandiser holds six of each skin type. A counter merchandiser is also available holding six tinted sports creams of each shade (naturel and bronze) together with testers and product leaflets.

For Roc's men's toiletry range, Keops, a counter merchandiser holds six shaving foams of each skin type with a banded sample of either 5ml moisturising after-shave balm or soothing after-shave gel. *Laboratoires Roc (UK) Ltd, 13 Grosvenor Crescent, London SW1X 7EE.*

In the Press...

Washaway detergent for travellers is being "heavily" advertised in the national Press and women's magazines in a campaign which broke this week and runs through June, July and August. *Futurefern Ltd, 5 Keel Drive, Moseley, Birmingham.*

Chemist & Druggist 31 May 1986

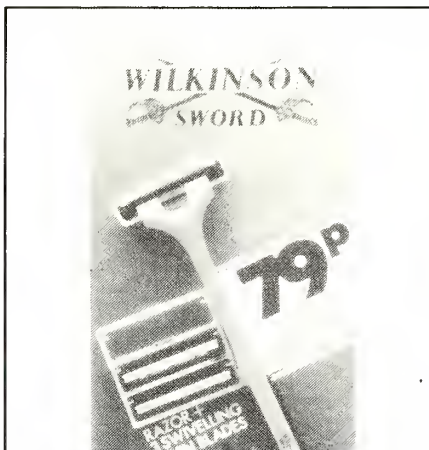
Fixed Profile from Wilkinson

Wilkinson Sword are introducing a fixed head version of the Profile razor — the Profile Fixed to coincide with a revamp of the Profile range packaging.

The Profile Fixed, a similar twin-bladed systems razor to the newly named Profile Swivel, has a fixed head and will compete directly with Gillette's GII for about 40 per cent of the systems market, valued at about £8.5m in 1985, say Wilkinson Sword.

Promotional activity behind the introduction includes support for both Fixed and Swivel versions of the Profile including 79p trial packs of a razor and three blades.

The packaging has been modernised using bold labelling against bright colours. Profile Swivel comes in a blue pack which retains the established red razor while white is used for the Fixed razor in green packaging.



There are plans for further television and poster campaigns. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6EJ.*

Kanebo add two

Kanebo's Sensai range has been extended with the addition of Sensai extra performance beauty essence (50ml £29.75), and Sensai extra performance peeling grains, a cleanser exfoliator packed in individual portions (£27.75). *Kanebo Division of OBL Manufacturing Ltd, Bone Lane, Newbury, Berks RG14 5TD.*

Gold's TV debut

Cussons' new shampoo, Imperial Leather Gold, makes its first television appearance in June, inaugurating four months of continuous television advertising by the company across four of their brands.

The Gold campaign, concentrates on the London and Southern areas. An initial burst of 30 second commercials starts June 2, to be followed by further airtime during the Summer.

The brand is also currently receiving Press support in 19 mass market women's magazines. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

Torbet take two

Torbet Laboratories are taking over the marketing and distribution of Brovon inhalant solution and Midget inhaler, from June 1. Orders should be addressed to distributors, *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PL.*

KAOPECTATE®

Anti-diarrhoea medicine

for the relief of diarrhoea

Kaopectate is a tried and tested product for all the family. Its natural formulation is free from morphine and antibiotics. That means you can recommend it to your customers with confidence.

It brings rapid yet soothing relief from diarrhoea and in reduced dosage can be given to children, too.

The 180ml. provides up to 6 adult doses in a virtually unbreakable pack — ideal for the traveller and safer at home.

Each 100ml. contains Kaolin B.P.20.6g. in a pleasant tasting and aromatic suspension with a welcome carminative effect.

S.R.P. £1.48

Kaopectate is supplied in a distinctive outer of 12 packs. For further details contact your usual Wholesaler or the **SOLE DISTRIBUTOR:**

Upjohn

Upjohn Limited, Crawley, W. Sussex. Tel: (0293) 31133

PL No. 0032/5040

Registered Trademark: KAOPECTATE

2420 UKV



Display Autan to win prizes

Bayer's insect repellent Autan is offering chemists the chance to win one of 100 prizes with a total value of £20,000.

Twenty-four ITT remote controlled videos, twenty ITT 14in colour portable televisions and fifty-six 35mm Hanimex automatic cameras are the prizes in the Autan "Mystery shopper" competition.

Chemists have already been sent display material and details of the Autan £500,000 television advertising campaign running from June to August.

Bayer representatives have a limited supply of free consumer sample sachets in a counter dispenser, together with the Autan holiday check list dispenser. The check list also offers chemists' customers a chance to win a total of £1,750 worth of holiday vouchers. From June 2, mystery shoppers will visit chemists throughout the country, picking out the best 100 display. Twenty five winners will be chosen every three weeks, when six first-prize videos, five second-prize televisions and 14 third-prize cameras will be awarded to the designers of the best displays.

The promotion runs from until August 22. *Bayer UK Ltd, Consumer Products Division, Bayer House, Newbury, Berkshire RG13 1JA.*

Braun pop on screen

The Braun Independent range of butane powered hair stylers is back on television in a four week £500,000 bust of national advertising to June 22.

A new 20 and 10 second commercial

featuring the new Independent Combi will be screened using pop video techniques to promote the "any time anywhere" message.

Helen Pearce, product manager comments: "The Independent range has particular appeal during the Summer for holiday use." *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

A brush with...

HBK Toothbrush Co's mousse brush is designed to allow application of hair mousse without getting your hands sticky. The device is expected to be available in about three to four weeks. The brush and mousse aerosol can be sold as a throwaway unit — the brush attachment fits onto a normal aerosol of mousse. *HBK Toothbrush Co Ltd, Unit 19, Dunstall Hill Trading Estate, Gorsebrook Road, Wolverhampton.*

Developing a deal...

Fotocolor have launched an advertising campaign including radio commercials and POS material to support dealers using their develop and print photographic services.

The £34,000 radio campaign starts on June 22 with 170, 30-second spots on Capital Radio and LBC spread over two weeks, say Fotocolor.

A range of POS material is available. Fotocolor say they can provide shopfitters to design window displays and there is a monthly prize for dealers sending a photograph of their shop front.

A retrospective discount scheme will give dealers achieving growth against 1986/7 targets an extra 8 per cent cashback payment in May 1987, say *Fotocolor, Stirling Way, Borehamwood, Herts WD6 2AZ.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Active Scholl sandals:

GTV, U, B, G, Y, C, TSW, TVS, LWT, TT, Bt

Alberto VO5: All areas

Allereze: U, Y, A, HTV, TSW, TVS, TTV, Bt

Amplex: C, TVS, LWT, TTV, C4, Bt (C, TVS, LWT)

Anadin Extra: All areas except C4, Bt

Anne French: Bt

Askit powders: GTV, STV

Baby Wet Ones: All areas except C4, Bt

Braun Independent: All areas

Carnation Build-up: G, Y, A, TVS, TT

Carnation footcare: G, Y, C, TVS, LWT

Coppertone: C4 (A, TVS, HTV, TSW, C)

Delrosa: All areas except U, CTV, C4, Bt

Dixcel: GTV, B, G, Y, C, TSW, TT, Bt

Immac Dancer: U, Y, A, HTV

Jordan toothbrush: All areas

Lady Grecian 2000: GTV, U, STV, B, G, A, HTV

Lipcote: All areas

Listerene: All areas

Murine: Bt

New Feel Andrex: Y, C, HTV

Nurofen: All areas

Optrex: All areas

Peaudouce Babyslips: TVS, LWT, TTV

Pond's cream & cocoa butter range: All areas

Proflex tablets: TT, C4 (TT)

Revlon Flex: All areas

Savlon liquid: All areas except B, U, GTV

Sensodyne: C4, Bt

Simple: C4

Solpadeine: G

Sweetex: All areas

IF YOU NEED A DAILY DELIVERY OF MEDICAL SUPPLIES-AT A PRICE THAT WON'T MAKE YOU NEED MEDICAL TREATMENT!....

We provide an efficient daily service in and around London of generic and DHSS Approved PI medicines and our price structures make business with us very worthwhile.

...YOU NEED **COLORAMA**
Pharmaceuticals

Colorama Pharmaceuticals Limited, 44-58 Lancaster Street, London SE10RP Tel: 01-801 3933



SUMMER-TIME MAGIC

There is no need for hay fever to spoil the magic of Summer. Proven over many years, Piriton (Chlorpheniramine Maleate BP) is now available in a new blister pack of small, easy-to-swallow tablets for your recommendation.

Piriton is made by Allen & Hanburys and has an established reputation for effective therapy, trusted by professionals and remembered by name by the public.

Hay fever need not spoil the magic of Summer.

NEW
BLISTER PACK



PIRITON
Trade Mark

FOR THE RELIEF OF HAYFEVER,
INSECT BITES & SKIN ALLERGIES
30 tablets 4mg

PIRITON

Low Priced Professional Hay Fever Treatment



Allen & Hanburys Limited, Greenford, Middlesex UB6 0HB. Piriton is a trade mark.



S&N brands join forces

Smith & Nephew Consumer Products' major sanpro, healthcare and toiletries brands join forces in a savings promotion on brands with a Summer sales peak.

In "Summer savings" all packs of Dr. White's towels and tampons will carry immediately redeemable money-off coupons for the Nivea Sun range, Nivea

Skincare range, Elastoplast, and hand care brand Atrix. There will be 60p worth of coupons in Dr White's 10s and 75p worth in 20s. Over 13 million coupons — worth £2m — are available for redemption, says the company. Offer packs are available nationally, from now until stocks last.

The company says incremental sales generated through coupon redemption will be high since savings have particular appeal to women with families during the holiday season.

Television campaigns worth a total of £2¼m are currently supporting both the Dr. White's sanpro range and toiletries brands. Elastoplast is also being promoted heavily with below the line support. "The Summer savings promotion has been designed to inject even more interest in the brands at point of sale," say Smith & Nephew Consumer Products, Alum Rock Road, Birmingham.

Peaudouce appeal to fathers

Peaudouce Babyslips are running a consumer promotion for Father's Day offering special free gift of an exclusive baby sling worth £15.

The promotion, which will be supported by an advertising campaign covering national Press, is being run for the fourth consecutive year. To qualify for this free gift, fathers must apply direct to Peaudouce, enclosing a photocopy of their baby's birth certificate dated June 15.

The advertising, which will break around Father's Day, will include advertisements in *TV Times*, *The Star*, *The Sun* and *The Scottish Daily Record*.

Peaudouce are supporting Babyslips, with a television burst in the South of England covering Thames, London Weekend Television and TVS regions.

The £250,000 campaign, which broke last week, uses a new 30 second commercial featuring "Sam and Kate". This burst forms part of a "major" advertising campaign throughout 1986 which will include further television advertising, posters and women's Press. Peaudouce (UK) Ltd, Rye Road, Hoddesdon, Herts EN11 0EL.

Pads in 100s

Macdonald's have extended their range of cleansing pads to include packs of 100 (case of 18 packs £10.96 trade). The pads will still have crimped edges, designed for better handling, and will be contained in

drawstring bags.

Macdonalds are offering an extra 20 per cent free on their packs of 100s coloured and white Sno'drops during June. Each case containing 25 packs of 120 Sno'drops will be available at the normal 100s price, while stocks last. Macdonald & Taylor division, The Wellcome Foundation Ltd, Lion Mill, Fitton St, Royton, Oldham, Lancs.

Watch out for Nulon

Reckitts are supporting Nulon Body Lotion with a Summer promotion. For two collarettes from packs of Nulon body lotion, a water resistant digital ladies sports watch is available in the Nulon colours on a white background. The promotion is geared to appeal to the younger, fashion conscious consumer. Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 7DS.

Have a ball

Black & Decker have launched an in-store promotion for Stowaway which is to run for three months from June.

Customers are offered a free beachball with every purchase from the range and retailers will have a chance to win one of five weekend breaks for two in Paris, say Black & Decker. POS material is available and retailers ordering a standard or mini merchandiser during the promotion will receive a free 35mm camera kit, say Black & Decker, Westpoint, The Grove, Slough SL1 1QQ.

Steeger range enters arena

Ann Steeger, once a top French model, has used her experience in the beauty business to produce a new range of bath and body care products.

In the bath range there is a foaming bath creme based on the natural foaming ingredient copra — the formulation is free from detergents. The creme is available in ten fragrances — vanilla, coconut, apricot, rose, linden, lagoon, magnolia, bougainvillea, honeysuckle and jasmine — and in a variety of packs from a 500ml glass jar (£7.95) to a 27ml sachet (£0.95). A perfumed bath oil (100ml jar £6.50) comes



in vanilla, jasmine, magnolia, bougainvillea and honeysuckle fragrances. Coloured bath salts (1 litre £6.60, 200ml £3.50) and bath pearls in seven fragrances (tube of four x 30ml mini pots £7.95, 100ml £8.25) based on oils of jojoba, mink, sweet almond, wheatgerm and coconut complete the bath range.

In the body range is body milk (200ml jar £7.25) containing vitamins A and E and based on sweet almond and hazelnut oils. It is available in three fragrances — vanilla, coconut and linden.

Body Veil moisturiser (178ml £7.25) comes in five fragrances — vanilla, jasmine, magnolia, bougainvillea and honeysuckle. The range is completed by a shampoo (15ml sachet £0.95) in four fragrances — vanilla, coconut, apricot and linden.

Distributors Ramer say the range will be available to upmarket chemists, and they are aiming for 400 exclusive accounts nationwide. Ramer Marketing Ltd, Bridge Road Industrial Estate, Bridge Road, Camberley, Surrey GU15 2QR.

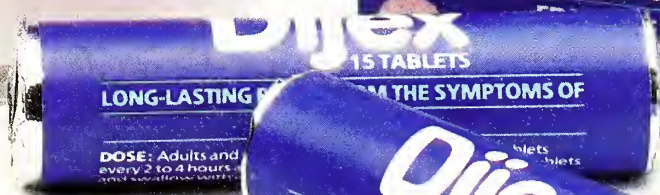
The television advertising spend behind Aller-eze is £750,000, while Press support totals £400,000 and not as stated in C&D, May 24.



Things are looking better for indigestion sufferers.

- Dijex's advanced formulation provides long-lasting indigestion relief without acid rebound.
- Now in a striking new range of packaging.
- Ask your representative for details of special bonus terms.

CROOKES



And you could be better off, too.

In early August the 'Dijex Detailer' will be asking pharmacy staff throughout the country some simple questions about Dijex. Answer them correctly and you win £20!

TVS

SAFETY CRACKERS



Sterling go South in Summer

Sterling Health are joining forces this Summer with Television South to pioneer what they claim is a new form of below-the-line promotional activity — television programme sponsorship.

As part of a major public relations campaign to promote their corporate platform: "Your Family Health Service", the sponsorship package is expected to increase OTC sales of Sterling Health medicines in the Television South region.

The package involves support of a home health and safety competition entitled "Safety Crackers" being carried by Television South's Action Line programme. As part of this, Sterling Health are receiving a combination of on-air mentions and logo visibility. The competition is being supported by 20 second commercials, 15,000 posters and promotional leaflets mailed to all libraries and schools in the area.

Posters and leaflets are available to the trade for in-store display in the Television South area, send a s.a.e. to: *Safety Crackers Posters, Sterling Health Your Family Health Service, Barbara Attenborough Associates, 1 Harewood Place, London W1R 0PQ.*

Animal magic

Greengage have come up with an incentive to get dirty children to wash — soap animals. Noah's Ark is an ark shaped box illustrated with animals and containing two soap elephants. Three little soap pigs come in their own house-shaped box. Each box costs £2.95. *Ramer Marketing Ltd, Bridge Road Industrial Estate, Bridge Road, Camberley, Surrey.*

ICML savings

Independent Chemists Marketing Ltd are offering savings on the following products during June: Nusoft terry nappies; nappy liners for disposable nappies; medicated nappy liners; baby wipes; super sanitary towels; Sunpure honey; pull-on pants;

nappy mates; nappy clean; cold cream; baby shampoo; baby powder; baby cream; baby oil; baby bath; baby lotion; cotton buds; nail polish remover and Nucross glucose tablets. A free cheque book holder plus bank account management calculator is offered with every 15 cases of NPA and or Numark counter and prescription bags as well as a 2½ per cent discount. Nucross zinc oxide plasters feature a 10 per cent bonus and Nucross tablet cartons 7½ per cent. *ICML, 51 Boreham Road, Warminster, Wilts.*

It's a Gem

Richards & Appleby are offering a "maxi-parcel" of their Gem body sprays. Each parcel contains 24 of each fragrance — night mist, love mist, lunar mist, and kiskan mist — at an rsp of £0.73 each.

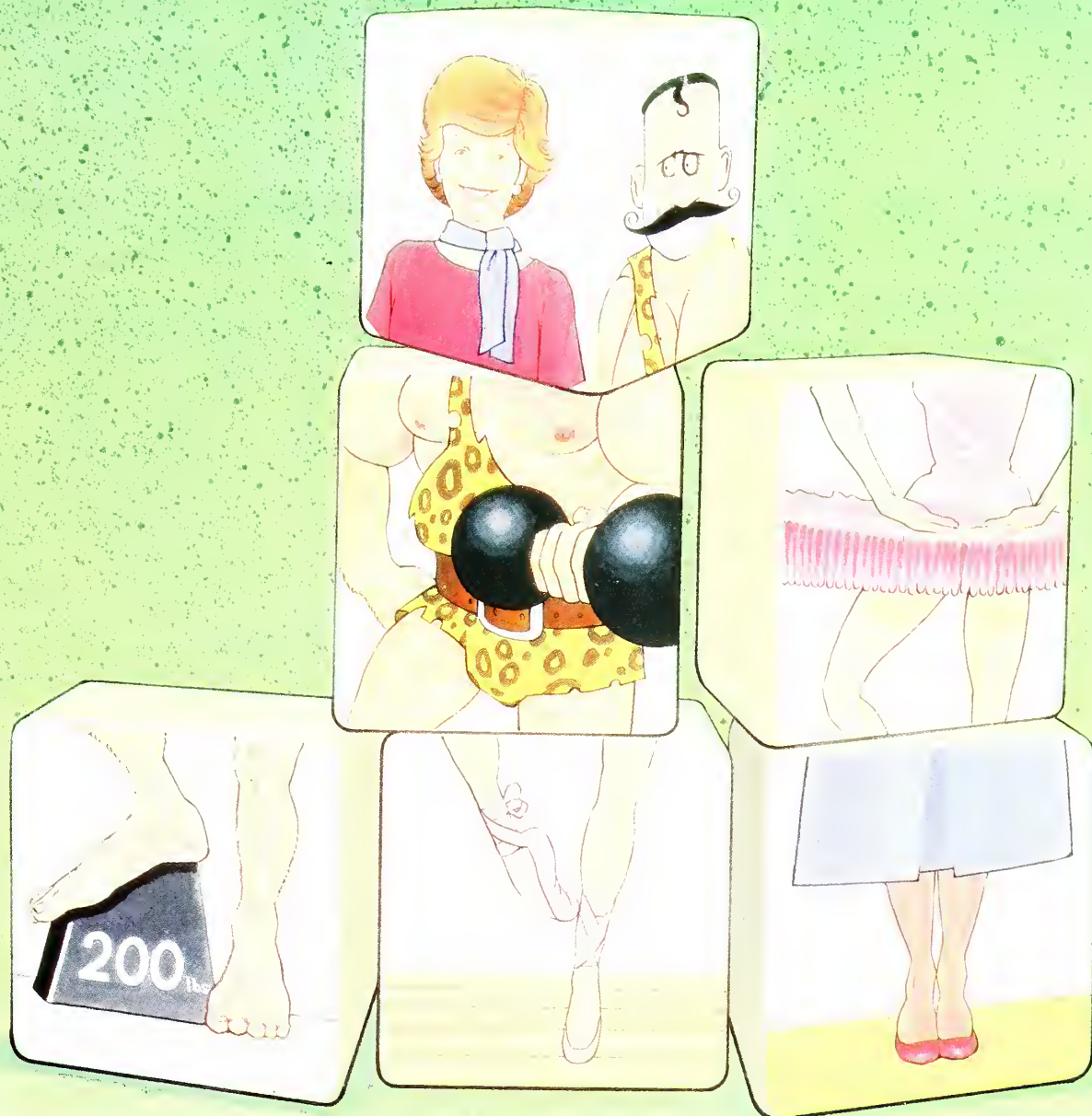
The trade price is £44.50 complete with four free testers and a shelf display unit. Full details from: *Richards & Appleby, Gerrard Place, Skelmersdale, Lancs WN9 9SF.*



The following column lists advertisements for chemist merchandise appearing in the IPC women's Press in June. The magazines are divided into weeklies (W), monthlies (M) and teenagers' (Y).

Alberto Silk:	M	Y
Elizabeth Arden		
Advanced Extract:	M	
Ashe Propius:	W	
Sherleys:	W	
Vitapoint:	M	
Bayer Natrena:	W	M
Beechams Quickies:		Y
Bowater Scott Bodyform:		Y
Bristol-Myers Glints:	W	Y
Brodie & Stone Jolen:		Y
Carnation Slender:		Y
Carter Wallace Nair:		Y
Chattem Sun-In:		Y
Chefaro Bergasol:		Y
Endocil:	M	
Predictor:		Y
Ciba Piz Buin:	M	
Combe Slipstops:	W	
Vagisil:		Y
Crookes Femfresh:	W	
Cussons Imperial Leather		
Gold:	W	
DDD Blistez:	W	
Dentinex:	W	
Stain Devils:	M	
Elida Gibbs Harmony:		Y
Impulse:		Y
Sunsilk:		Y
Sure:		Y

Timotei:	M	Y
Ethichem Witchstick:		Y
Evans Mycil:	W	
Eylure Elancyl:		M
Rene Guinot:		M
Health & Diet Head High:		M
Houbigant Ciao:		M
Hydron Lenses:		Y
ICC Anne French:		Y
Immac:		Y
Preparation H:	W	
Intercare Aller-Eze:	W	
Ex-Lax:	W	
Janssen Arret:	W	M
J&J Carefree:	W	Y
Vespre:	W	
G R Lane Health Foods:		M
Larkhall Labs Lipcote:		Y
Lilia White Dr Whites:		Y
Lil-lets:		Y
Panache:	W	
New Era Remedies:	W	M
Newton Bikini Bare:		Y
Numark	W	
L'Oreal Ambre Solaire:	W	M
Belle Color:	W	
Biotherm:		M
Elnett:		M
Parim Forte Vital:		M
Rapidol Inecto:	W	Y
Reckitt & Colman Disprin:		M
Senokot:	W	M
Revlon:		M
Richards & Appleby		
Buf-Puf:		M
Rigease Coty		Y
Sunshimmers:		Y
Rimmel:	W	Y
Roc		M
Scholl	W	
Schwarzkopf Affairs:	W	
Tampax:		Y
Thomas Christy skincare:		M
Thompson Aqua Ban:		Y
Slimline:		Y
Thornton & Ross Zoflora:	W	
Unicliffe TCP:	W	Y
Vichy:		M
Wella:	W	M
Whitehall Seclodin:	W	
Windsor Uvistat:	W	
Winpharm Panadol:	W	



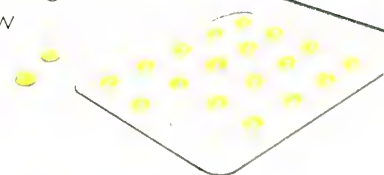
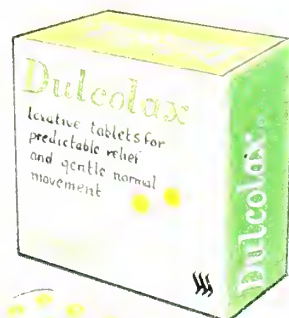
Every body is going to be changing

You know how it is. Everybody thinks their system is different from everybody else's. So choosing a laxative hasn't always been easy.

But now, more and more people are finding that Dulcolax is just right for them, offering a pleasant, easy-to-take way of relieving their constipation.

Last year we spent more on promoting Dulcolax than was spent on any other laxative product. And now, even more people will be discovering Dulcolax. Because this year's campaign will be even bigger with major new colour advertising in all the leading magazines.

So when everybody starts changing to Dulcolax, make sure you've got enough for every body.



Dulcolax.
It could be the laxative for everybody's body.



J&J and charity band together

Johnson & Johnson, are putting their Band Aid products behind the National Playbus Association in a fund raising promotion.

The National Playbus Association is a charity which refurbishes doubledecker buses and equips them to provide recreational and educational facilities for children.

Johnson & Johnson have already bought one Playbus but say they would like to buy two more. During this fund raising promotion Johnson & Johnson will donate 25p for every Playbus ticket, as printed on the top of Band Aid packs, that consumers return. If two tickets are returned, the donation will be made up to

75p by the company, and the consumer will receive a Matchbox model bus as a thank you.

This promotion is to appear on one million Band Aid packs across the range, say Johnson & Johnson. The promotion and Playbus Summer tour are being supported by a £35,000 Adshel campaign throughout the country. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks.*

A new position for Senokot

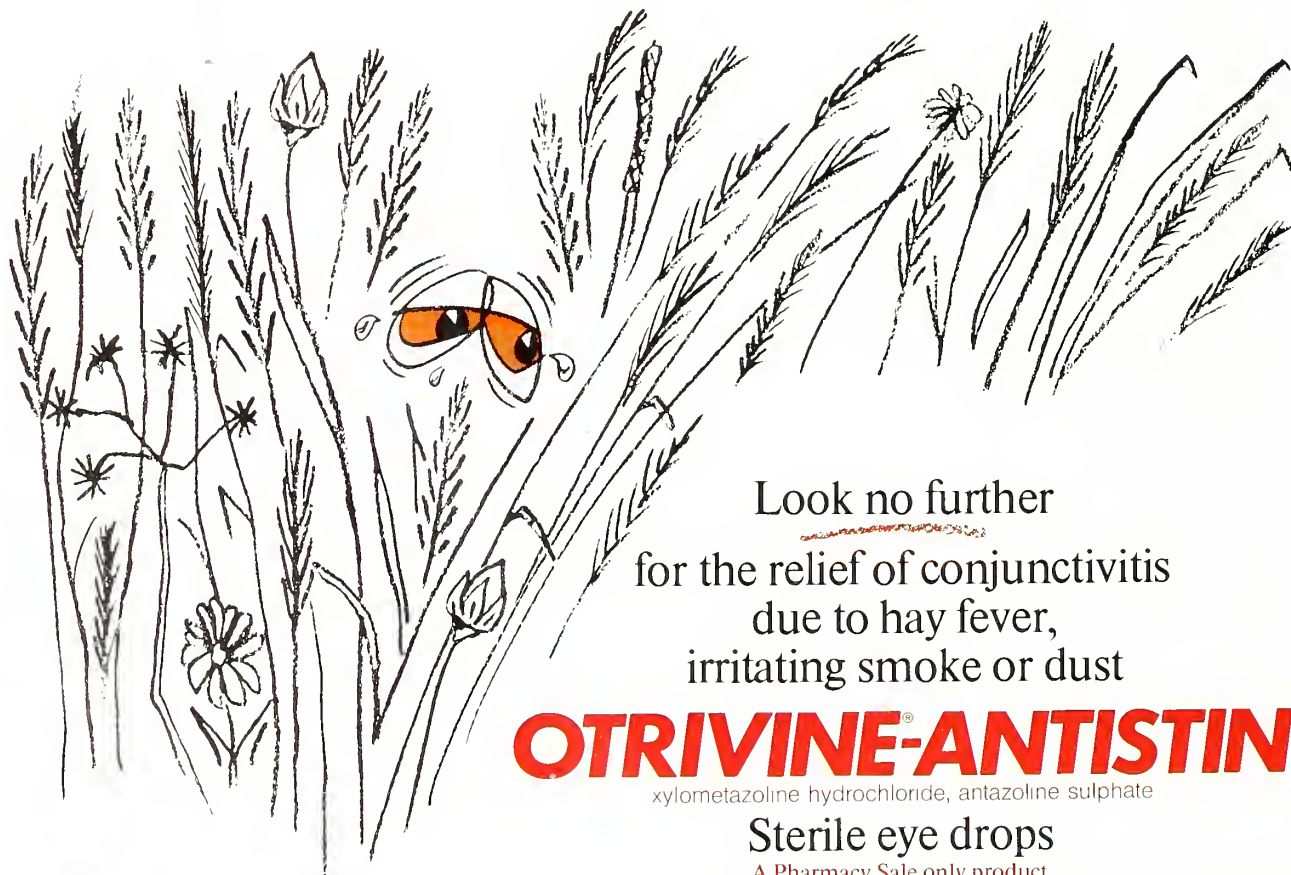
A counter display unit is available for Senokot. The pre-packed unit is available to the trade in the blue Senokot livery filled with one dozen of the 24,50 and 100 tablet containers, six 200 tablet containers, and three with 100g granules. Senokot will be supported with a television advertising campaign in Granada and Scotland areas, and advertising throughout the year in major women's magazines. *Reckitt & Colman Products Ltd, pharmaceutical division, Dansom Lane, Hull.*

Toying with a new range...

Tommee Tippee are adding six new toys to their range.

There is a mirror duck with non-breakable mirrors (£1.99), easy-grip handles, a soothing rattle and rolling eyes — available in blue and white or red and white; a squeaky clown rattle; three floating happy hippos for bathtime (£1.75) which can be used for pouring water or as soap dishes; teething keys (£1.39) and a butterfly rattle (£0.99). The rattle teether (£1.39) provides both audio and visual stimulation. Like a mini activity centre, it has bars with sliding rings, a bell which rings when the rattle is rolled along the floor and brightly-coloured beads.

The new bibs (last week, p1051) also include designs with "My little pony" characters in the PVC range and in the medium and large cotton feeder range. *Jackel International Ltd, Kitty Brewster Estate, Blyth, Northumberland.*



Look no further
for the relief of conjunctivitis
due to hay fever,
irritating smoke or dust

OTRIVINE-ANTISTIN®

xylometazoline hydrochloride, antazoline sulphate

Sterile eye drops

A Pharmacy Sale only product



Zyma (UK) Limited, Alderley Edge, Cheshire SK9 7XP Detailed information will be sent on request

KILLER OF MILLIONS ON NATIONAL TV.



'Savlon' Liquid is the most effective antiseptic disinfectant on the market. It kills a wider range of germs, faster, than any other brand.

Last year 'Savlon' Liquid was successfully supported in regional TV tests with a powerful 30-second commercial, showing how 'Savlon' kills germs and continues to fight germs after use in the home.

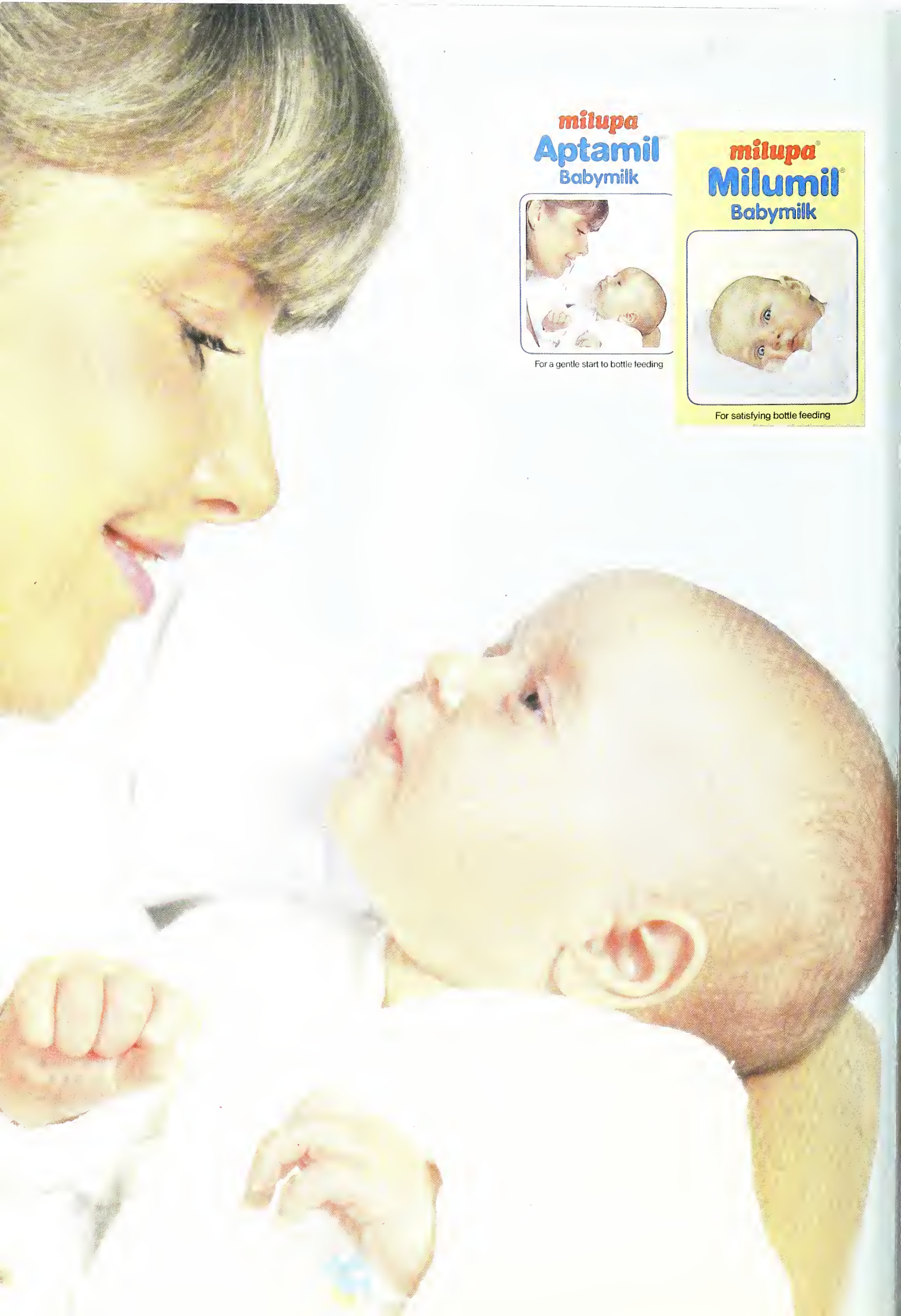
22% Sales Increase

Volume sales in areas where the commercial was shown have since risen by 22%.

This summer, Care Laboratories will continue this trend by rolling out the highly effective Savlon Liquid TV commercial nationally.

This, coupled with the fact that Care are investing over £1 million in advertising to support the 'Savlon' brand, is just one more good reason to stock 'Savlon' Liquid.

Care
Laboratories Ltd



milupa
Aptamil
Babymilk



For a gentle start to bottle feeding

milupa
Milumil
Babymilk



For satisfying bottle feeding

Closeness counts.

Babymilks need to be close to breastmilk. That is why Milupa were the first Company in the U.K. to add the important nutrient taurine, recently identified in breastmilk, to all their babymilks.

Milupa babymilks are highly recommended and growing fast.

- More hospitals and clinics are now using Milupa babymilks than ever before.
- More retailers than ever are responding to consumer demand by stocking Milupa babymilks.
- Milupa babymilks grew by +40% in 1985.
- Volume sales for 1986 are already double the same period in 1985.

More and more mothers choose Milupa babymilks – and no wonder . . . Milupa babymilks are as close to breastmilk as babymilk can be:-

First for Closeness

Taurine addition – another step closer to breastmilk.

First for Taste and Smell

Even the fussiest babies take to Milupa babymilks because the taste and smell is so pleasant.

First for Quality Assurance

Milupa's rigid quality control assures mothers of complete safety. Milupa not only conduct all the usual safety checks, but also screen for heavy metal contaminants, herbicides and pesticides to an exceptionally high standard.

First for Convenience

Milupa's uniquely granulated babymilks are easy to measure and mix.

What's more, mothers go on to buy the comprehensive range of Milupa baby foods, rusks and drinks.

So grow with us. Stock the two Milupa babymilks Aptamil and Milumil.

Milupa Babymilks. As close to breastmilk as babymilk can be.

IMPORTANT Breast milk is the best milk for a baby. A doctor, midwife, nurse or health visitor should be consulted for any advice needed. If a babymilk is used it is important for the baby's health that all preparation instructions are followed carefully.

milupa[®]
Babymilks

Aptamil[®] & **Milumil**[®]

NEW!

The Maxi From Agfa

A new film designed for the mass market which

■ maximises profits for retailers

■ increases D & P turnover

■ offers the consumer a new unique benefit – 3 extra pictures. Just look at the product benefits:

Maxi:

A product-plus in the biggest print film market sector. New packaging design, tested for visual and emotional appeal.

+ 12.5%

Maxi: three extra shots! A great consumer offer that increases D & P turnover by 12.5%!

New improved super-tolerant emulsion. Less sensitive to processing fluctuation. Ensures consistent top quality results.

+ 3/- 2 stops

Optimum exposure latitude. More good pictures – more satisfied customers.



The Range



Agfacolor
XR 100i Maxi
135/24
+ 3 extra shots
ISO/ASA 100

Agfacolor
XR 100i
135/36
ISO/ASA 100

Agfacolor
XR 200i
110/24
ISO/ASA 200

Agfacolor
XR 200i
126/24
ISO/ASA 200

Dealer Support

Agfa will supply a wide range of eyecatching display material.

Prices are really competitive; watch out for our special introductory offers. Agfa will be ever present at Televised International Sports events with big Agfa signs. There's Dealer Advertising support too, ask for details.

Be a Maxi stockist. See your Agfa Account Executive or Appointed Distributor or for more information call us on 01 560 2131.

AGFA 

Agfa-Gevaert Limited,
Retail Products Division,
27 Great West Road,
Brentford, Middlesex.



I am prompted to write by three unrelated incidents which, when put together and viewed in the light of the Nuffield Report and the Green Paper, reflect strongly on the practice of community pharmacy today and in the future. The first stimulus came from an exhibition, the second from a snatch of a TV programme and the third from an encounter with a patient.

The exhibition was the Domesday 900 Exhibition in Winchester which I visited recently and amongst the exhibits was a section where children from several schools had shown how they see life at Domesday 1000, ie the year 2086. One piece referred to the health care scene. It visualised that the GP would become a local area consultant, entirely dependent for his information on the community computer. Patients could, from their homes, relay their symptoms to the computer and the doctor could then decide which patients to see, delegating the majority of them to pharmacists. It was also suggested that those patients who needed appointments with the doctor would get a minimum of half an hour.

Moving to the television programme, this was presented by a psychologist, who had studied social behaviour in the great

The future is in our hands

Roger King MPS, ponders three seemingly unrelated incidents which for him point out what we as pharmacists will have to do to take advantage of the Nuffield Report and Green Paper to ensure they don't become "just other forgotten manuscripts in the Society's archives".

apes. He proposes that it is not so much man's ability to make and use tools but his psychological prowess which has made him the dominant species. It is his ability to communicate with others, understanding their thoughts, which has enabled him to live in communities in such a way that the skills of each individual are contributed to the common good. Thus in a short space of

evolutionary time we have become a species in which success and leadership are no longer dependent on physical and sexual prowess but on the leader's ability to impose his or her will upon others. Our attitude towards physical attributes is now totally atypical in nature, as witnessed by everything from boxing to beauty contests.

The third incident happened recently when I was discussing a child's medication with the mother. The conversation drifted on to matters of general health care and at the end, the lady said what a refreshing change it was to meet a pharmacist who would make time to talk. I was so taken aback that the conversation almost came to an abrupt halt. Is this really the impression we are creating with the general public?

Now for the common thread: Nuffield is encouraging about the application of technology to pharmacy and suggests possible areas for exploitation. It is perfectly reasonable that long before the year 2086, all medical diagnosis will be carried out by computers linked to ancillary equipment. It is not too far fetched to consider the body linked to a machine which will monitor all bodily functions and make a detailed diagnostic

Continued on page 1095

50%
DIGESTIF
RENNIE
of all sales are Rennie.



SOURCE: Nielsen OTC tablet Indigestion Remedies

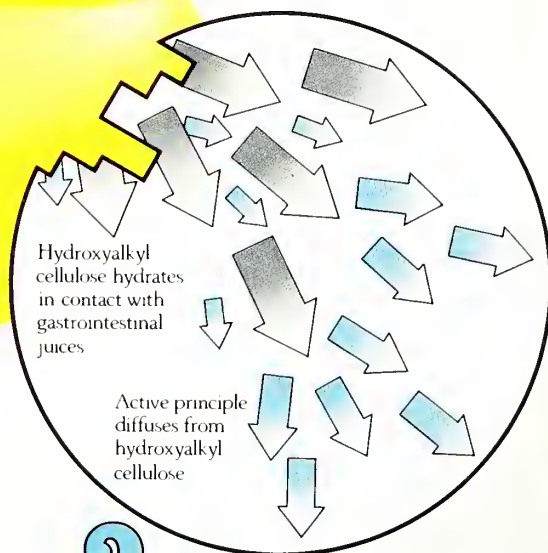
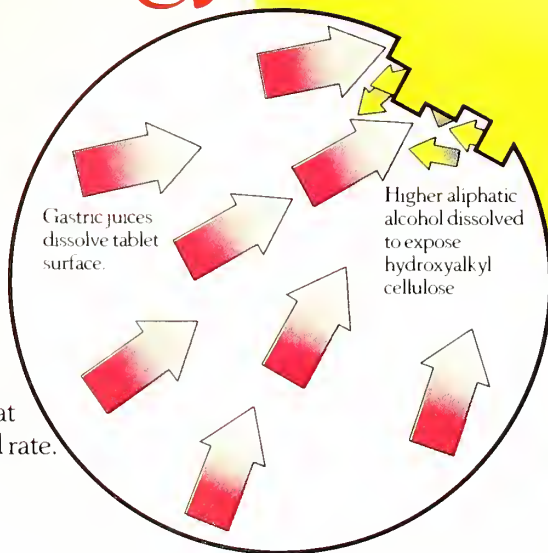
Last year, half of all indigestion tablets marketed OTC carried the Rennie name. Original and Spearmint flavours between them sold well over 500 million tablets.

B6 The inside story.

The
tablet

The
technology

1st stage of
Continus
drug release.
Tablet dissolves at
a pre-determined rate.



2nd stage. Active
principle disperses
from Continus structure,
also at a controlled rate.

Examine the make-up of an ordinary B₆ tablet and you won't find much. Just a BP standard plain tablet and a pre-determined dose of vitamin.

But explore the construction of Comploment® B₆ Continus® Tablets and it's a completely different story.

Pyridoxine is incorporated in a pre-determined mixture of cellulose and higher aliphatic alcohol prior to compression and tableting.

The precision of this advanced drug delivery system depends on controlled dissolution of the higher aliphatic alcohol and diffusion of vitamin B₆ from hydration of the cellulose in the intestine.

All of which creates an even controlled release of B₆ into the system from just one tablet a day from the self-checking calendar pack.

The modern woman who takes Comploment® B₆ Continus Tablets will

probably never know this. All she knows is that it's easier to remember.

It'll pay you to remember, too, especially as we're backing Comploment B₆ Continus Tablets with a bright new consumer and POS advertising campaign, and offering you margins you'll want to look into.

Stock Comploment B₆ Continus Tablets, now with GSL status. The modern B₆ treatment for the modern woman from the modern pharmacist.



Comploment® B6 Continus® Tablets

Controlled release technology - in a calendar pack



Further information is available from:
Napp Laboratories Limited, The Science Park, Cambridge CB4 4GW.
Member of NAPP Pharmaceutical Group.

® Comploment and Continus are Registered Trade Marks. © Napp Laboratories Limited 1985



Continued from page p1093

report. We will certainly see computers with true artificial intelligence, capable of evaluating data in the light of their own experience. What has to be remembered however, is that the largest computer in the world at present, compares as a pinhead to the human brain and it may never be worth trying to implant human psychological skills into a machine. It is well known that the easiest way to beat a computer at chess is to make a series of irrational moves which defeats the computer's limited logic. No good human opponent would fall for such a ploy, but would turn it to his advantage. It is therefore likely to be the role of the pharmacist, and for that matter of any other professional, to make the final evaluation of the computer's opinion and communicate it to the patient. The professional must be the final interface.

Thus it is perfectly logical to leave diagnosis to the computer and spend time and effort utilising our professional skills in providing all the necessary information and support to the patient in such a way that he fully understands and can derive maximum benefit from his medication. We are all aware how much psychology is required in medicine and since psychology is man's most valuable

attribute, we must exploit it if we are to survive as a profession.

What about the half hour doctor's appointment? With the present system this is impossible. However, if pharmacists are prepared to take the roles envisaged by Nuffield and the Green Paper, they could act as a qualified filter for GPs and the impossible could be accomplished to the benefit of all. Part of the NPA's promotion claims that the pharmacist is easily accessible during normal working hours but it would seem that my experience belies this claim.

John Davies, secretary of the Rural Pharmacists Association, has described Nuffield as a charter for young pharmacists. Unfortunately, young pharmacists are handicapped by many of their elders who are so firmly entrenched in their dispensaries that it would take the psychological equivalent of a JCB to prise them out into the open.

However, this Herculean task must be undertaken and completed urgently if the profession is to survive and prosper. It is no good sitting back and saying it is a job for the Pharmaceutical Society's Council. Of course Council must take the lead, but it is up to every single member of the

profession to do all that they can to seize the opportunities suggested by Nuffield and the Green Paper. All too soon these documents could become not maps of the way ahead, but just other forgotten manuscripts in the Society's archives. Perhaps if the incentive/disincentive scheme which has been suggested for GPs was to be applied to pharmacy it might cause the lowering of many dispensary drawbridges. After all we can be certain that under the present political climate, no new money is likely to appear and it will be a redistribution to those providing extra services from those who do not.

Unlike those two oft quoted dinosaurs, Jenkin and Dickson, Nuffield is suggesting removal of some restrictions on the profession and the Green Paper is suggesting ways in which we could expand our role in the health care team. Although Council is now making a concerted effort to get out to the branches to establish better communications, it could be worth considering a national seminar on the future of pharmacy. What would be tragic, is the possibility that in 20 years time, today's young pharmacists could be saying: "Do you remember Nuffield, what a shame we never did anything about it".

6,000,000 people
prefer Rennie.



Our balanced formulation of antacids works quickly and reliably.

That's why 6 million people last year trusted Rennie to relieve their indigestion, twice as many as tried our nearest rival.



Wooing pharmacy

In an unprecedented series of eye-catching double spread advertisements in the sober *Pharmazeutische Zeitung*, four leading research-based companies (Albert-Roussel, Behringwerke, Cassella-Riedel and Hoechst) are attempting to stem the movement towards generics.

The first advert carried the arresting headline "Do we want soon to degrade the pharmacist to a white-coated shopkeeper?" and showed one page covered with glaring supermarket-type placards with messages like "This week's bargain — AB 500 contraceptive pills — 25 per cent off" and "Once only — heart tonic DM9.98 instead of DM19.00". The text on the facing page painted a bleak picture of the pharmacist of the future spending hours each morning pouring over price lists of generics and parallel imports, trying to find the day's cheapest version.

Another in the series showed the back view of a doctor and carried the slogan "What happens when the doctor no longer prescribes, but the State dictates?" Yet another concentrates on the support research-based firms give to academic research and the dissemination of scientific knowledge. All these cleverly written advertisements warn of bioequivalence problems and the potential they carry of undermining the trust of a patient in his pharmacist. They also stress that the health of the nation is founded on the triple alliance of doctors, pharmacists and a research-based drugs industry.



To see ourselves

A German professor of anatomy, who visited England to study the NHS, warned in a lecture entitled "control or a free market in the health services" given to an international audience, that strict budgeting and planning as he believes is practised in the UK leads to two classes of medicine, with a burgeoning private sector.

In Germany, which spends over twice as much on health care, the NHS is usually hailed as a model of efficiency, but in the

professor's view, the standards of in- and out-patient services, dental provision and drug supply are far higher in his country, which can well afford the higher costs.

Bottlenecks and long waiting lists in the UK were attributed to inefficient ways of distributing resources according to the principle of giving everyone a slice of the cake. In fact in-patient care was said to be less expensive in Germany mainly due to lower management costs. Our GP system was also condemned and great surprise expressed at the inability of a GP to carry out an ECG or a rectoscopy himself.

All these perceived deficiencies in the NHS led the professor to plead for a system geared towards market forces and to reject the criticism made by some socialist politicians that a greater emphasis on individuals contributing towards health care would cause undue hardship.



Football secrets

In an article on the hazards of foreign travel, it was revealed that Franz Beckenbauer, now manager of the national football team, called in the medical adviser to the country's hockey side shortly before the footballers left for some matches in Mexico last year as a trial run for the forthcoming World Cup.

There was not enough time for the players to undergo the full range of prophylactic measures the adviser usually administers to top sportsmen travelling abroad (immunostimulants, vitamin C and vitamin B12 — preferably iv) and the poor footballers, who finished their home league season on a Saturday and flew to Mexico the following Monday, had to cancel their first match two days later as all had succumbed not to Montezuma's revenge (as was widely reported in the Press) but to a virus infection.

Apparently very highly trained athletes are more susceptible to bacteria and viruses than lesser mortals. Furthermore, a loss of only 1 or 2 per cent of intracellular fluid through an attack of diarrhoea can reduce top sportsmen's performance by 20 per cent. For them, loperamide was considered the drug of choice (the rest of us were merely advised to drink plenty of non-alcoholic and caffeine-free drinks and to eat salt biscuits), as antibiotics and sulfonamides can produce a disastrous loss of form. In severe cases of diarrhoea, neomycin is used as it has the least effect on performance.



Black sheep

German pharmacists have reacted angrily to a suggestion from one of the country's biggest health insurance schemes that in an attempt to prevent fraud, prescriptions should be made out on machine-readable forms and that drug packs should carry tear-off labels, to be stuck to the prescription when it was dispensed.

Unfortunately, shortly afterwards, several cases of criminal manipulation involving ten pharmacists, 27 doctors, 17 receptionists and an optician in the Mainz region came to light. Three doctors are in custody awaiting trial and a woman pharmacist was released on bail of £14,000.

The frauds have allegedly cost the health insurance schemes over £1½m.



No Spring fever

Over half of all Germans over 17 suffer from "spring tiredness" — a national affliction that greatly increases sales of tonics in March and April.

In a countrywide survey conducted among 3,120 people, 54 per cent stated that they felt more tired and listless at this time of year, men suffering just as often as women. The highest incidence of this lack of spring in the step was found among civil servants and minor officials (the butt of much derision in Germany), the lowest among blue-collar workers.



Beware red light

According to a weighty tome "Patterns of behaviour in gambling situations" written by two German psychiatrists, punters wager much larger bets under red light than under blue.

This de-inhibiting effect was confirmed under laboratory conditions and is thought to involve a general energising effect on the cerebrum, rather than a specific alteration of behaviour at the gaming table.

Chemist & Druggist 31 May 1986

Tobacco sales unprofessional

Selling "non-smoked" tobacco products would be considered professional misconduct, it was decided at the May monthly meeting of the Council of the Pharmaceutical Society of Northern Ireland.

It was agreed at the meeting that current information appears to substantiate claims that the use of non-smoked tobacco products was related to an increased risk of certain carcinomas and that pharmacists should not sell them.

The Council also decided it should revise its statements on the sale of syringes. Attention has recently been drawn to complications which arise when users share contaminated syringes and needles resulting in cross infection. It now appears that this is one of the major ways in which AIDS can be spread. Earlier Council statements have advised pharmacists to restrict the sale of syringes and needles to bona fide patients for therapeutic

purposes. However, the Council now says that pharmacists must exercise professional discretion each time needles or syringes are requested and they should use the opportunity to give the appropriate warnings and information to misusers to encourage them to seek treatment.

The following applications for registration as students were approved on the motion of Mr Kerr, seconded by Mr McGlaughlin: Timothy William Corrie, 14 Hampton Park, Belfast BT7 3SZ; Mel Patrick Cox, 43 Sandymount Street, Stranmillis, Belfast; Paula Ann Denvir, 'Iorras' 34 Newry Road, Kilkeel, Co Down BT34 4DT; David Michael Getty, 34 Magheralave Park East, Lisburn; Catherine Mary Keenan, 28 Chanterhill Road, Enniskillen, Co Fermanagh; Nuala Jane Lilley, 22 Chanterhill Road, Enniskillen, Co Fermanagh; Alan Robert Thomas McCord, 1 Glenholm Avenue, Newtownbreda, Belfast BT8 4LU; Christopher E. McDowell, 15 Riverside Drive, Harmony Heights, Lisburn BT27 4HE; Anne Marie McGrath, Chapel House, Clonoe, Coalisland, Co Tyrone; Lewine Murphy, 2 Beechmount Park, Newry, Co Down; Brendan Gerard Quinn, 28 Melmount Gardens, Strabane, Co

Tyrone BT82 9EB; Peter John Richardson, 16 Aberdelghy Park, Lambeg BT27 4QF; Sean Hugh Traynor, 19 Cavanagarvin Road, Middleton, Co Armagh; and Jane Alison Whiteman, 45 Malone Park, Belfast BT9 6NL.

The Secretary informed the Council that a meeting of the UK Joint Group Committee for the EEC had been arranged in London for Thursday, June 12. The secretary, president and Mr J. Kerr would attend.

A report detailing the repairs and improvements which would be required to prevent the condition of the Society's house deteriorating was discussed. The cost of the recommended repairs and improvements is £30,704 + VAT but it was agreed to delete £4,500 worth of non-essential work. It was hoped that an urban development grant could be obtained to pay for part of the work.

It was agreed to arrange a meeting with representatives of the Ulster Chemists Association to discuss the renewal of their lease for the office at 73 University Street which expired on April 30, 1986.

The President and Mrs Corbett were congratulated on their forthcoming 25th wedding anniversary.

NO.1

DIGESTIF
RENNIE

and growing.

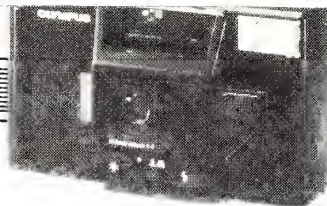
Alone, each flavour is a force to be reckoned with.

Spearmint Rennie grew by 70% last year, while Original Peppermint outsells all other brands every year.

Together, they ensure that indigestion sufferers need look no further than Rennie. And because both flavours are such proven sellers, neither need you.

Chemist & Druggist 31 May 1986





Supertrip simplicity

Olympus 35mm Supertrip compact camera. Made in Japan by Olympus Optical Company Ltd and distributed in Britain by Olympus Optical Co (UK) Ltd, 2 Honduras Street, London EC1Y 0TX and Sangers Photographic (C&D p868 May 3).

Country of origin:	Japan.
Distributor:	Olympus Optical Co (UK) Ltd.
Lens:	Zuiko 35mm f/1.4 — 3 element glass: fixed focus.
Shutter:	Mechanical, fixed speed.
Features:	Great simplicity; caters for ISO speeds 100, 200 & 400. Sliding lens-cover (referred to in Instruction Booklet as a "lens barrier") blocks shutter and turns of flash when closed. Electronic flash separately switched for two working distances.
Batteries:	Two Mn 2400 or equa (1.5V×2).
Accessories:	Wrist sling permanently fixed to r-h end of camera.
Weight:	7ozs. (198g) with batteries.
Dimensions:	4.5in by 2.6in by 1.8in. (115mm by 66mm by 46mm).
Suggested srp:	About £50.
Availability:	Immediate.

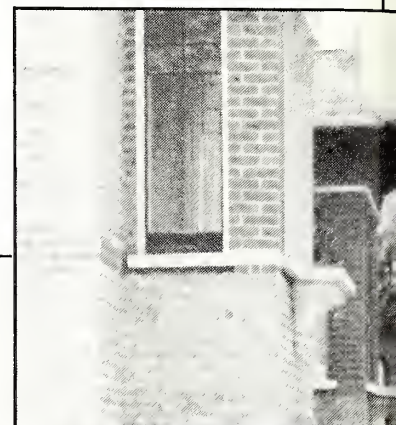
Results of C&D tests, indoor and out, were well up to expectations.



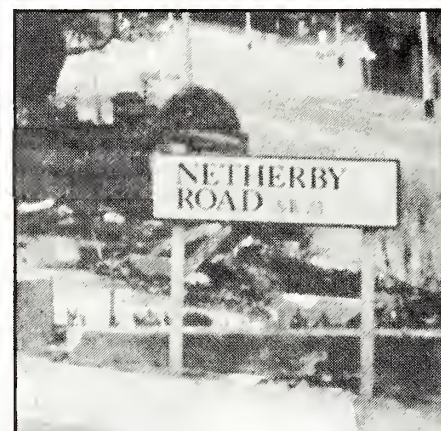
This is another elegant little full-frame 35mm camera of Japanese origin — it may be compared, in many respects, with the Kodak 35EF compact camera which was reviewed in our 'Photographic Feature' (C&D March 29). The simplified loading with its automatic take-up, after placing the tongue of film protruding from the cassette against a red line indicator, should help to obviate difficulties for anyone coming to conventional 35mm for the first time.

As may be seen from the illustration above, the front panel is neat and clean. The lens (well recessed) is centrally placed with the viewfinder above it and the electronic flash to the right of it. Film-speed settings are to the left of the slightly protruding front panel and the sliding shutter-control along the bottom of it. This is marked with a 'sun' sign and white dot for normal snapshooting and 'head-and-shoulders' and 'two people' settings for the electronic flash. When the lens cover is slid across to close it, the same action also turns off the electronic-flash to save the batteries.

The photo-cell 'eye' that gives a 'low-light warning' is to the right of the viewfinder and the red indicator is at the right-hand side of



Detail shots above and below are equivalent to 15"×10" enlargements ie × 10. Thin strokes in the letters of the road name below are actually about 1¼" wide

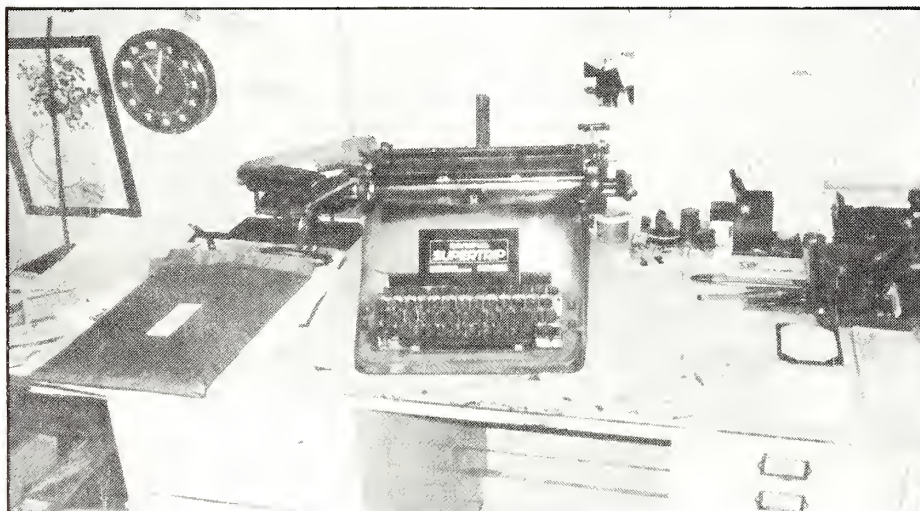


the eyepiece of the viewfinder. The red indicator 'ready-light' for the electronic-flash is at the left-hand side.

Film advance is by a ribbed thumb-wheel at the right-hand top corner (viewed from the back) of the body of the camera, with the film counter just above it. Forward of this is the shutter release that is smooth and positive in action (this should help to avoid camera shake) with a 'half-way down' position giving an indication of insufficient light and the need to use the flash.

Loading is simple and the hinged back (right-hand side) is released by pulling up the rewind knob that is placed to the left-hand end of the camera top-plate. If the instruction-book recommendations are carefully followed, little difficulty should be experienced in carrying out this operation.

The standard C&D tests, both indoors and outdoors, were carried out and the results were well up to expectations. One criticism is that the standard of presentation and packing (a thin pink card outer sleeve with a transparent inner and foam plastic nest for the camera itself) hardly seems worthy of the name Olympus and a camera in this price range. The instruction book and guarantee are packed with it, together with a world-wide list of distributors.



STILL NHS PRESCRIBABLE



RoC TOTAL SUNBLOCK

RoC Total Sunblock — the only preparation to provide photosensitive patients with complete protection from the harmful effects of UVB, UVA and visible rays — is prescribable on the NHS.

A fact we are busy telling doctors right now. And one which should have you reaching for the phone, meeting scripts and recommending the RoC Total Sunblock for your photosensitive customers.

For ordering information about RoC Total Sunblock — just one of a range of RoC sun preparations — contact your local wholesaler or RoC (UK) Ltd, 13 Grosvenor Crescent, London, SW1. Telephone 01-235 9411.

RoC Total Sunblock Cream 10A + B (colourless)

THE ONLY COMPLETE ANSWER FOR PHOTSENSITIVE PATIENTS



RoC (UK) Ltd, 13 Grosvenor Crescent, London, SW1 Telephone 01-235 9411

Pharmacists need to know more about cancer to help sufferers

Patients with terminal cancer are increasingly being managed in the community rather than in hospital, but community pharmacists may be reluctant to become involved because they don't understand fully the patient's condition. Community pharmacist Pamela Bradshaw recently went to a weekend course where the role of community pharmacists was looked at, and here runs through a few reminders about the care of cancer sufferers. (See also C&D's Clinical Pharmacy series on 'chemotherapy' in issues dated October 16, 1982; January 1/8, and April 30, 1983).

More patients with terminal cancer are being nursed within the community with medical and nursing advice available from hospitals, hospices and nurses specialising in cancer care. Hospices obtain competent symptom control of most patients but this involves recognising and helping the family's problems as well as the needs of the patient.

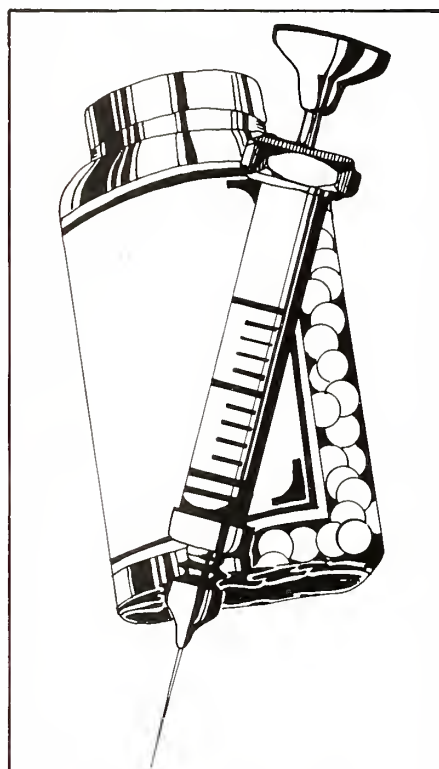
Pain is not experienced by about one third of cancer patients and many others may obtain complete pain relief from aspirin or paracetamol. Moderate pain is also relieved by the mid-range of analgesics, which in theory are no more effective than aspirin or paracetamol; they may have strong psychological effects but unfortunately may also possess obtrusive side effects.

The use of analgesics and opiates on a PRN basis was strongly deprecated by all the speakers at the weekend course, and there is no ceiling to dosage other than that placed by unacceptable side effects. Care should be taken with dihydrocodeine as one 30mg tablet every four hours provides the same pain relief as two tablets, given at the same frequency with fewer side effects.

Hospice experience

For severe pain hospice experience has shown that it is best to initiate treatment with four hourly doses of morphine in chloroform water and when the patient's individual pain relief needs are controlled then the amount of morphine needed in a 12 hour period is provided by MST-Continus tablets. Compound elixirs and Brompton cocktails should be avoided because the additional ingredients can cause sedation and other side effects leading to non-compliance and unrelieved pain.

Constipation occurs with opiates, so



'Pharmacists may be reluctant to become more involved with cancer patients because of ignorance about diagnosis...'

laxatives are administered concurrently. Opiate vomiting and sedation may be a problem for a few days after initiating treatment but an oral anti-emetic can be introduced with the morphine, or diamorphine, and withdrawn after the first week's treatment. The two to three hour

duration of action of pethidine renders it unsuitable for use in this context and Diconal provides too much sedation. Methadone accumulates in the body giving unpredictable effects in the long term.

Suppositories for home use

Especially suitable for home use, if the patient is unable to take oral medication, are morphine or oxycodone suppositories. The morphine suppositories must be used four hourly but each oxycodone suppository can give eight hours relief. Oxycodone suppositories are manufactured as a "special" by Boots and are prescribable on EC10. However, they may not be available from wholesalers although they can be obtained from hospital pharmacies and branches of Boots.

If parenteral administration becomes necessary, a continuous subcutaneous injection using a small portable syringe driver allows good control with less discomfort than with regular intramuscular injections.

Such continuous injections can be used by ambulant patients at home and can often be borrowed from hospices or central nursing services for use in the community. Ten or 20ml of solution is infused over a 24 hour period and the contents primed once a day.

Bone pain

Bone pain is often relieved with radiotherapy and non-steroidal anti-inflammatory drugs are also used. Steroids and anticonvulsants are used to relieve nerve pain, and muscle spasm is treated with baclofen and diazepam. The smell of fungating tumours can be controlled with an application of 0.8 per cent metronidazole in KY jelly.

Discussion among the community pharmacists at the weekend course revealed that the reason they were reluctant to become more involved in the care of the dying was due to ignorance in many cases, of the diagnosis and the difficulties in finding opportunities to discuss patient's medicaments with GPs. Course participants found that social aspects of the residential course encouraged discussion, and exchange of ideas and answers to a wide range of problems they encountered in practice.

The course was arranged by Trent Regional Pharmaceutical Officer, Mr T.H. Furber.

An informative booklet "The Control of Pain in Terminal Malignant Disease" by pharmacist Susan Tempest is currently being reprinted and should be available again in about three months from Napp Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge CB4 4BH.



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SECOND SKIN



Open day at John Richardson Computers

The company used the occasion to show off some new developments to a select list of guests from retail (including Boots), wholesale, the Department of Health and National Pharmaceutical Association.

The system closest to launch on to the market is an automatic ordering "add-on" unit for John Richardson Computers' existing labelling systems. The add-on unit, which will probably cost around £500, consists of a modem "which will communicate with anything", according to John Richardson himself, a CMOS unit to provide extra memory and a software package. With such a modification, John Richardson claims, pharmacists will be able to order medicines from any wholesaler. The system is designed to automatically make up an order as items are labelled during the day. Pharmacists will be able to set their own re-order point, eg order a full pack of nitrazepam when 350 have been dispensed (labelled), so as to control their stock level as suits their particular need.

The direct ordering package is currently being tested, and one wholesaler at least "is ready to go as soon as John Richardson Computers themselves are", according to Mr Richardson, who expects the system to be on sale quite shortly.

John Richardson Computers have gone back to school — literally. The company's new premises — previously an infant school run by the Roman Catholic Church but closed last year because of a lack of children — were officially opened last week by the Pharmaceutical Society's president Dr Geoff Booth.

A system incorporating patient records is currently being used in Eire. It can store details of 12,000 patients and 65,000 prescriptions. It codes and prices all dispensed prescriptions (particularly important in Eire where a good proportion of prescriptions are private), and can communicate orders to wholesalers with instant look-up of over 10,000 products. John Richardson say this program is to be developed for the UK very soon.

John Richardson realised that all the information being captured and stored during the labelling process could itself be of commercial value. Just recently a deal

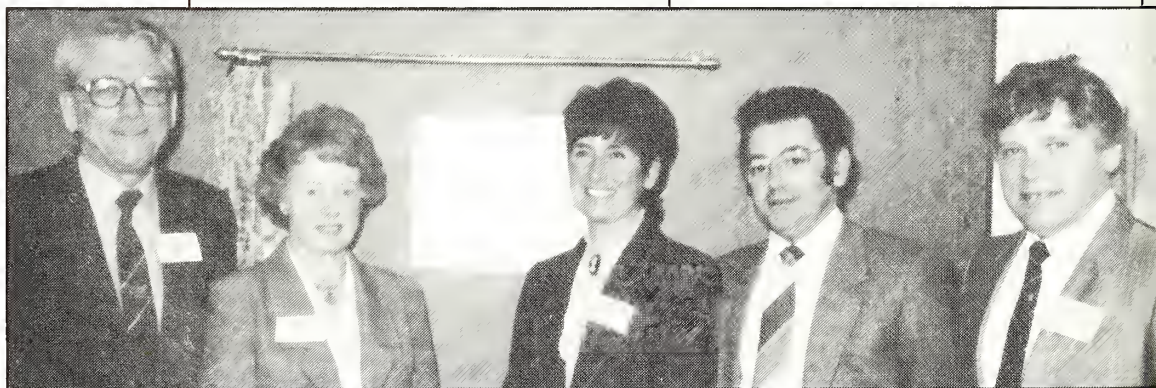
was signed with British Telecom to market just such information to the pharmaceutical industry at Datascript.

At the end of each month 300 pharmacies throughout England, Scotland and Wales send prescription data in disk form to John Richardson Computers where it is collated. The panel of pharmacies is stratified across the country in relation to location and dispensing size. Over one million prescriptions are analysed by Datascript each month. Some 1,500 drugs are monitored including some low volume/turnover ones to test for absolute accuracy. In two or three months it is hoped that the pharmacies will be using additional battery-backed CMOS memory capable of collecting information on every item dispensed including manually typed ones, says the company.

Statistical information from Datascript can be provided to the pharmaceutical industry within 14 days of month end — some two weeks before other data collection services, claims John Richardson.

Another development a little further back up the pipeline but still expected to be launched before the end of the year is Medihelp which could be broadly described as a counterprescribing aid. In its present

Left to right: Dr T.G. Booth, PSGB president; Mrs Mary Booth; Mrs Linda Richardson, director, John Richardson Computers; Mr John Richardson, managing director, and Mr Alan Facer, NPA-chairman



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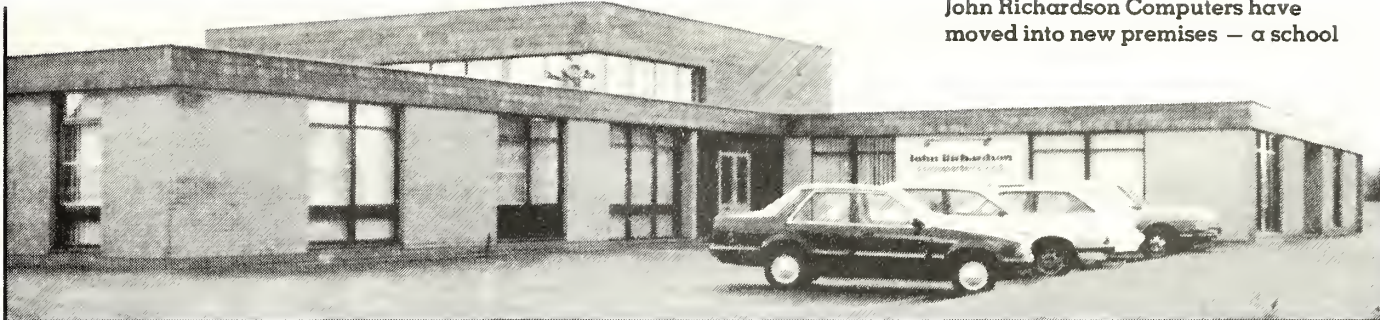
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developmental form the program (demonstrated on an Amstrad CPC6128 microcomputer with a colour monitor) covers 16 "therapeutic areas" including problems such as diarrhoea, haemorrhoids, aches and pains, constipation and baby care. The programme takes patients (or pharmacists) through a series of questions about symptoms and arrives at a product recommendation or a suggestion to visit the doctor. The company feels that perhaps it would be better to recommend a type of product rather than naming a specific brand, so that may well be modified. And at the moment it may be that the program could be sold as an aide memoir for pharmacists or as something they could go through with a patient or possibly as a device for patients themselves to use.

After those products the company has further plans to move in to the front of the pharmacy shop: some form of computerised till to provide stock control/book-keeping functions is envisaged, and John Richardson has already acquired a till for "development

purposes".

The company has proven it can survive in the face of competition: four years ago or so, remarks Mr Richardson, there were 70 or more computer labelling companies, today there are only a handful. John Richardson Computers believe they have survived because of their concern for the pharmacist and back up and servicing facilities. For example, customers who ring with a problem before 5pm during the week can be supplied with a replacement part, if needs be, the following day. But one of the biggest problems people have with their labelling systems is unfamiliarity rather than a fault in the system itself, says operations and personnel manager Neil Austin. The four-person customer services department deals with some 12,000 queries a year which represents one person in one pharmacy ringing once every two months.

The workshop (it used to be the school gym) is capable of dealing with 200 systems a week. It is here that equipment (like the BBC and Amstrad) is tested on receipt,

repaired if necessary (and apparently it often is necessary), adapted for use in one of the Richardson systems, and quality control tested before release. The company also repairs all its own equipment coming back via customer services but says that "a lot of equipment returned does not have a fault and this supports the view that many problems are due to operator error". The workshop is also responsible for research and development, as well as making parts needed to run systems.

It's interesting to think that all this sprang from a pharmacist who, because he had seen a computer labelling system written by non-pharmacists which he thought was too slow, went out and bought a secondhand micro for £150 and wrote his own program in Basic for use in his own shop. It wasn't until two or three colleagues who had seen the system asked if they could have one that the market potential for a labelling program was realised and John Richardson Computers was born. Programs in machine code followed. The rest is history.

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Doubling your money?

In the March issue of the *Dispensing Doctors Journal* much is spoken of the discount abatement and the effect this has on the distribution of the "global sum" against the interests of dispensing doctors. The sum of £2.3m is involved and is to be distributed to 28,614 unrestricted GP principals. The Dispensing Doctors Association claims that this money should be spread into the coffers of 3,721 dispensing doctors only — as it is they, through their method of payment, who have "recouped" the money. In fact, the DDA would take this matter to court if the decision for distribution from the global sum isn't reversed.

In this evaluation, mention of the DHSS reimbursements of practice expenses is shown, listing those expenses directly reimbursed as follows:

Rent and Rates (inc general water)	100
Employers NIC for ancillary staff	100
Drugs, containers supplied by dispensing doctors	100
Ancillary staff salary	70

Nothing is said about the duplication of reimbursements received on the dispensing payments. Since payments to doctors for dispensing is based on similar criteria to that for chemists, the chemists' reimbursement of overheads is also accounted for in the doctors' reimbursements and since chemists do not get the benefits of 70 per cent reimbursement on staff and NIC



Liverpool pharmacist Bindu Bhatt has won Unichem's third Passport to Riches draw. Preston branch general manager Joe Harris (left) and Warner Lambert representative Barry Lamb (right) presented Mr Bhatt with his £1,000 cheque

payments, the profits made on the dispensing elements of a dispensing doctors practice is very much higher than that of the pharmacist. The DDA is kicking up a great deal of fuss over the distribution of £2.3m. The sum that one is talking about regarding double reimbursements could be seven or eight times this amount. Most importantly the method by which rural doctors are being paid is detrimental to rural pharmacists and any applications to open a new pharmacy in a rural area.

If the profits made by dispensing doctors — due to double reimbursements on dispensing — are very much greater than those of pharmacists, it follows that to deprive dispensing doctors of dispensing in rural areas is going to be a much greater hardship than if the profits they received from dispensing were on a par with that of pharmacists. These "excess" profits are frequently said to be used for improving medical services (how much new equipment can doctors actually need to keep this argument going?). It is also stated that doctors' payment for their children's education is based on their returns (profits) on dispensing. This argument implies that doctors are to be protected from all market forces — unlike pharmacists who may be adversely affected by movement of surgeries, by-passes, etc.

The real crunch comes when the pharmacist's application comes before the RDC. Out of the excess profits made by dispensing doctors their plans for their practices, their family's education, their house etc, have all been made on the future assessment of their dispensing income, and doctors use this as the very foundation of their argument to prevent a pharmacy from giving a proper pharmaceutical service.

It would seem, therefore, that to prevent any pharmacist's application coming to fruition, a dispensing doctor needs to commit his future "dispensing profits" into anything that would raise his or her style of living. Even so there appears to be some worry by dispensing doctors that they are not receiving their full compensation of £2.55 per patient per year for five years. The amount is not considered very reasonable.

It is vitally important that the profits that are acquired due to double reimbursements must be dealt with by the PSNC to ensure that, at the very least, "profits" are based on an equitable basis. Either the "double reimbursements" have to be seen to be what they are — an extra allowance that is provided over and above the allowances made for pharmacists, or they should be disallowed in the payments in dispensing and the money shed to be applied perhaps as extra rural basic practice allowance.

Whatever the final solution, the standard of payment to dispensing doctors will no doubt have to stay, but the basis of payment needs to be radically changed in order to give pharmacists making application in rural areas the opportunity to establish the pharmaceutical services that Nuffield and the Green Paper have so amply recommended.

John Davies

Secretary, Rural Pharmacists Association

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Boots take a new step in jobs and stores shake-up

In a shake-up of their retailing operation Boots are splitting their outlets into two separate chains and shedding 150 jobs, mostly from regional middle management.

Separate operating structures are being created for the 200 larger stores of more than 6,000 sq ft and the 800 smaller shops. The long established territory structure, headed by a general manager, is being done away with and replaced with smaller groupings of a dozen or so branches under a district manager, reporting to one of six area managers. For the larger stores ten area managers will oversee 20-24 shops each.

Most of the jobs lost will be as a result of the abolition of territory support services, although there will be some thinning out at the Nottingham head office. Retail managers were told of the changes last week. They follow on from a two year period which has seen intensive efforts to cut costs. Staff recruitment has been kept to a minimum and spending on maintenance, cleaning contractors and other ancillary services curbed.

"We are fundamentally changing the structure of Boots the Chemists to improve accountability at all levels and enable Boots to meet the retail challenge of the 1980s, particularly from specialist retailers," says chairman Robert Gunn in a recent *Nottingham Evening Post* article.

Key to the change is the replacement of the central general marketing department with nine business centres responsible for buying and marketing in the trading areas Boots see as their main fields of operation. These are health care,

optics, foods, personal care, beauty, baby, home, leisure, and sound and vision.

Larger stores have for some time been experimenting with "shops within shops". Trials are continuing on how to give such smaller outlets a focus. Also high on the list of priorities is the introduction of more own label products.

"All this will provide Boots with a much sharper focus to meet the competition," says Mr Gunn. "Each management member will have higher accountability and will be directly accountable for the profits of his or her business centre. It will get rid of one tier of management in the control of the retail stores. It also rationalises our central administration."

A further 300 jobs are to be lost as part of a cost cutting exercise in the group's manufacturing operations. Three hundred jobs have already been lost through wastage since rationalisation plans were first announced in February. There has been a freeze on recruitment since then. Most of those to go come from clerical and support staff, and junior and middle management.

Boots have been the object of takeover speculation on and off over the past 12 months, and this has prompted the move to improve their competitive edge.

■ Boots director of professional services, Bernard Silverman, is retiring. It is understood his position is not being immediately filled. The move may be in anticipation of his becoming Pharmaceutical Society president for the next year. Marshall Davies has been appointed general manager of the health care area.

requirements.

When pharmacists order from Countercall, they will invoice the wholesaler, who will then invoice the retailer in the usual way. This means, Countercall claim, that the wholesaler will not lose any business.

At the same time the company claims competitive product pricing, since it will supply direct from the manufacturer. But because invoicing will be via the wholesaler there will be no loss of bonus earnings, says the company.

The service is backed up by a telesales system. Countercall are now the sole distributors of Peaudouce's brands.

The Confederation of British Industry is campaigning for the EEC Trade Marks Office to be set up in Britain.

LAB design new lab

Laboratories for Applied Biology have opened a 3,250 sq ft extension filling and packing wing to their London base, doubling manufacturing capacity.

The company moved to its present site in the residential Stamford Hill area of London in 1950, six years after it was founded, by the current managing director Dr J. Rabinovitch.

The new building was opened by Mrs Shanks, Mayor of Hackney, who said LAB with their forty or so employees was run like a family representing "good old-fashioned standards" and manufacturing traditional remedies for use at home and



Mayor of Hackney Mrs Shanks (right) with LAB managing director Dr Rabinovitch and his wife

abroad. "If tradition and being old-fashioned are phrases that are sometimes used slightly, it must be a source of great satisfaction and pride that at least one of your products — Monphytol — is in standard use in Britain's most new-fashioned industry, British Nuclear Fuels."

The new facility doubles capacity for products such as Cerumol ear drops, said to be the most widely prescribed preparation of its type in the UK.

New system from Countercall

A new distribution operation has been set up to supply branded goods direct to independent chemists in the UK.

Countercall Ltd have already taken on Peaudouce's Babyslips, Nana, Slipad and Lovmi brands, and hope to include more companies in the near future. Using a national sales force, the company will deliver major brands either direct or through the pharmacist's usual wholesaler. All orders of over 25 cases will be carried and delivered by Countercall, while the wholesalers will still deliver the smaller

Eastern promise

ICI are investing £30m in Japan as part of a drive to increase growth in the Far East.

The company is building a technical centre at Tsukuba, near Tokyo, and a pharmaceuticals manufacturing site near Osaka, each costing about £11m.

Other plans are for an agrochemicals field testing station and more staff in the marketing and technical services teams.

The pharmaceutical unit should be finished by next Autumn. ICI's products are currently sold through ICI Pharma, a joint venture with Sumito Chemical.

Young promises fewer rules: critics unimpressed

The second stage of Lord Young's three moves to lift business burdens has come under fire as "no more than a pale cosmetic" and an attack on employee rights.

"Building business... not barriers", the White Paper published on May 22, puts forward a series of measures designed to bring more deregulation into the business sector. The paper bases its central ideas on the belief that the deregulated US has seen a rise in employment and a fall in jobless figures.

Presented by Employment Secretary Lord Young of Graffham, the paper claims that in America... "individuals are far less restricted if they wish to work for themselves, to start a new business or to employ people". While avoiding absolute deregulation, the paper proposes getting rid of difficult or obsolete rules, which can divert business energies.

The suggested measures include:

■ **VAT:** This is still the worst Government burden for most firms, says the paper. A review planned for 1987 will look at several alternative moves: paying and claiming by cash instead of invoice; a change in turnover limits; regular monthly or quarterly payments based on annual assessments, and a review of registration and deregistration.

■ **Maternity benefit:** Companies with fewer than five employees do not currently have to let women back to their own or similar jobs within 29 weeks of their giving birth. This limit is to be raised to include firms with fewer than 10 staff.

■ **Part time staff:** At present these employees must work between eight and 16 hours a week to qualify for rights such as unfair dismissal claims and redundancy pay. This requirement would now be 12 to 20 hours for five years.

■ **Sex discrimination:** A ministerial designation is currently needed before vocational training groups can offer courses to only one sex. This will no longer be needed. The aim is to bring more women into certain training sectors.

■ **Tribunals:** The paper complains of firms having to meet high costs to cover "ill founded" claims to industrial tribunals. Under the new measures applicants would have to pay a £25 fee which would be paid back if the case were successful or withdrawn before a hearing date had been set. And the qualifying period of employment would go up from six months to two years. After this employers can be required to give details of their reasons for dismissal.

Other measures suggested include changes in company law. These would see the relaxing of regulations on how much information is needed in small firms' accounts. And a consultative paper will be published later this year suggesting simpler ways of establishing and changing accounting reference dates; and considering the abolition of the *ultra vires* rule so that firms could cover any activities, not just those given in their memorandum of association.

The paper has been criticised by Labour spokesmen in both Houses. Lord Bruce of Donington, Opposition Trade Spokesman in the Lords, said the package was only a pale cosmetic and would not change the opinion that Government policies had caused high unemployment.

And in the Commons, Shadow Employment Secretary John Prescott said the real aim of the paper was to reduce employment rights. He also attacked the paper for not coming up with any more than a review on VAT, which, he said, was acknowledged as the chief burden in the business sector.

threatened backbench revolt and a series of attacks by employer organisations, including the National Federation of Self Employed and Small Businesses, the paying method is to be reviewed.

Social Services Secretary Norman Fowler told Parliament that a number of bodies would hold talks with the Government, and an amendment would be brought forward in the Lords.

The Northern Ireland agency for Robinsons of Chesterfield has been awarded to the SHS Group.

Sangers Photo's pharmacy drive

Sangers Photographics are making a concerted effort to do business with pharmacists.

The move coincides with the appointment of Edi FitzGerald as managing director from June 1 (*C&D* May 10 p970).

Mr FitzGerald will be taking over from Mr Frank Hatton who is chairman until the end of the year. From 1987 Mr Hatton will be serving as non-executive director of the photographic business.

Mr Hatton told *C&D* that Sangers Photographics hope to double the number of pharmacies they currently deal with. Mr Hatton believes that pharmacies are becoming more sophisticated in their retailing of photographic goods.

New division from Peaudouce

Peaudouce are forming a new division — Caducee Healthcare — to specialise in the marketing of healthcare products.

Initially, Caducee will take over the distribution and marketing of Slipad and Slipad Super, Peaudouce's all-in-one incontinence aids. But the division will also introduce a range of healthcare products. Caducee can be reached on 0992 445658.

Kodak assault battery market

Eastman Kodak have broken into the consumer battery market in their latest bid to lift profits.

The US will see the launch of a range of long life batteries including ultra-life and supra-life lithium cell, which, Kodak say, will be customer-replaceable.

There is no definite plan to launch the high margin products into the UK, but international plans are being put together for the range.

Kodak in the UK have recently announced job-cuts of 900 as part of the worldwide budgeting which follows a 64 per cent profit loss in 1985. The company has made a number of new moves since the results were announced, including biotechnology partnerships.

Family credit to be reviewed

In a bid to calm the fears of Tory backbenchers, the Government has agreed to reconsider its family credit proposals.

The measure, included in the Social Security Bill, (see *C&D* last week, p1063), had been designed to replace family incomes supplement with the new credit, to be paid through employers. But after a

Unichem plan £4m expansion

Unichem are committing £4m to the expansion of four of their warehouses. At Preston a new 70,000 sq ft branch is planned. The other branches being expanded are Chessington, Croydon and Walthamstow, said chairman David Mair at the annual meeting last week.

The company now has over 5,000 members, he said, and warned: "The advantages of belonging to a Friendly Society, enshrined by statute, ought never to be underestimated or challenged. We are committed to independent pharmacy. There are others who purport to fulfill this function, but experience has taught us that their commitment is questionable.

"Our policies have occasionally proven unpopular. Our rapid growth has occasionally caused concern, and not just among our competitors. Our services are available to all our members and any other



Unichem's company secretary Ralph Hunt (left) and managing director Peter Dodd (right) listen to chairman David Mair at the annual meeting

independent pharmacist equally."

Mr Mair acknowledged the company was losing business because of parallel importing. "But that still does not make it right for us to start. We have not set a deadline by which time we will act. Clearly if we believe the political will to combat unlicensed PI is not there, then we shall reconsider our position."

Mr Mair stressed that the 10 per cent sales growth for the beginning of 1986 was impressive, with virtually nil inflation in the selling prices of medical goods. "The reason why this is below last year's growth (19 per cent) is that overall spend in our pharmacies has been slower. The number of independent pharmacists joining us is still encouraging," he said.

BIRA annual symposium

The British Institute of Regulatory Affairs will hold its annual symposium on July 9-11 at the Moat House International, Stratford.

The programme will cover animal toxicology, pharmacology, and pharmacokinetic studies relevant to new product registration, and alternatives to animal testing. *The British Institute of Regulatory Affairs, Drayton House, 30 Gordon Street, London WC1 0AX.*

Thursday, June 5

Halifax & District branch, Pharmaceutical Society, car rally, Halfway House, Savile Park, Halifax at 7.30 pm.

Advance information

World Federation of Proprietary Medicine Manufacturers, 8th General Assembly, The Capital Hilton Hotel, Washington DC, USA, September 21-23. Conference theme is "Making it work better for more people". Registration fees for international delegate \$450 accompanying person \$50. Information from Lisa Masselle, *US Proprietary Association, 1150 Connecticut Avenue NW, Suite 1200, Washington DC 20036, USA.*

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APPROVED

Pharmacist takes to the stage...

An Essex pharmacist has donned boater and monocle (below, on the left) to take on the role of Sir Osgood Fielding in the stage version of "Some like it Hot" in a show presented by Applause Young Variety Club of Great Britain.

Stephen Lee, MPS, who works for Stephen Collins Dispensing Chemist in Waltham Abbey, has been involved with the organisation for six years and is now an executive trustee. The club raises funds for Sunshine Coaches, specialist baby and child care equipment and organises outings for handicapped children.

To raise money for a special matinee performance for the children on June 7 a



model theatre has been constructed from sugar cubes by Brighton Polytechnic. The cost of each cube is £1 and an estimated 10,000 will be needed. Interested parties are asked to sponsor as many "cubes" as possible and donations over £10 will be acknowledged in a special souvenir programme. The show runs from June 4-8 at the Royalty Theatre, Portugal Street, Kingsway, London WC2. Further details on 01-289 9696.

Triple first!

Pharmacists Dr Robert Naylor, BPharm PhD DSC, and his wife Dr Brenda Costall, BPharm PhD DSc, have pulled off a triple first at the University of Bradford.

They have both been appointed Professors of Neuropharmacology — the first time a husband and wife team have become professors at the same time at the same university in the same subject!

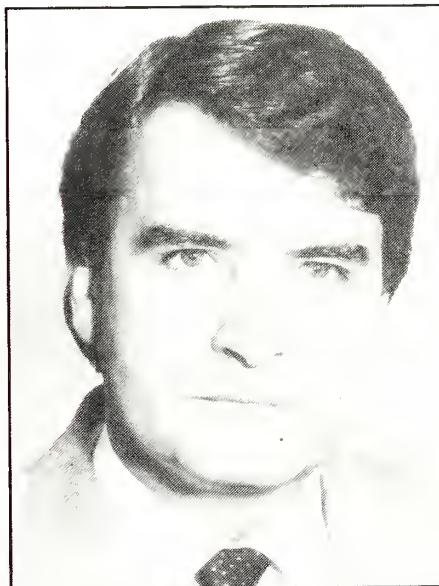
Professors Naylor and Costall met as



Post-graduate students and staff from the London School of Pharmacy took part in Sport Aid's "Race Against Time" in Hyde Park at the weekend. Running in their "Pharm Aid" T-shirts all the participants completed the six mile route through central London. C&D reporter Nia Williams also completed the course to raise money for Africa's starving

undergraduates at Bradford and were married in 1969. They both stayed on to gain their PhDs in pharmacology and in 1971 Professor Naylor was appointed lecturer in pharmacology. His wife became a lecturer in 1973.

The Professors' main area of research is in the treatment of diseases of the nervous system.



Falkirk pharmacist Ian Mullen was elected chairman of Scotland's Pharmaceutical General Council at its last meeting. The High Street chemist was facing one of the most challenging periods in the history of the profession, he said. One of his first jobs will be to set up a special committee to examine the implications of the Nuffield Report for Scottish chemists. "We must also seek greater collaboration with the other health professions and improved communications with the public"

APPOINTMENTS

Stuart Edgar Ltd: Ron Metherringham becomes national accounts manager for the South of England, handling toiletry and personal care products.

Hertfordshire Branch, National Pharmaceutical Association: Mr R. Idris Hughes MPS of Harpenden has been appointed branch secretary.

David Anthony Pharmaceuticals: David Goss has been appointed national sales manager. He joins DAP from Crookes where he was responsible for setting up and managing the national accounts sales department. Previously, he had been national sales manager of Optrex.

Duphar Laboratories Ltd: Dr Jacqui Malkin joins the medical relations department. Her previous appointments included senior clinical medical officer for port and environmental health at Southampton.

De Witt International Ltd: John Holland has been appointed Southern regional sales manager. He was previously Northern sales manager for Smith Kendon and more recently the Northern network manager for a British Petroleum subsidiary.

Smith & Nephew Associated Companies plc: David Southworth has been appointed divisional financial director of Smith & Nephew's Pharma-Med division. This incorporates: Smith & Nephew Pharmaceuticals Ltd, Hinders-Leslies Ltd and The Contact Lens Clinic Ltd, Watson Marlow Ltd, and Avon Medicals Ltd. Mr Southworth was previously divisional financial controller. He will be based at Harold Hill, Romford, Essex.

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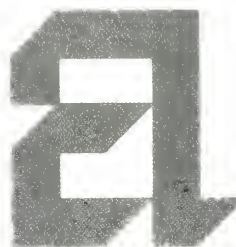
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